



AGENDA REPORT

Meeting Date: June 21, 2016

Item Number: E-28

To: Honorable Mayor & City Council

From: Sandra Spagnoli, Chief of Police
Don Rhoads, Director of Administrative Services/ CFO

Subject: AMENDMENT NO. 1 TO AN AGREEMENT BETWEEN THE CITY OF BEVERLY HILLS AND PMAM, INC. FOR CONSULTING SERVICES TO MANAGE AND ADMINISTER CITY'S FALSE ALARM ORDINANCE

Attachments:

1. Amendment No. 1 for PMAM, Inc.
2. Resolution No. 16-R-13074

RECOMMENDATION

Staff recommends that the City Council approve the Amendment No. 1 to the agreement with PMAM, Inc. for consulting services to manage and administer City's false alarm ordinance.

INTRODUCTION

The City Council adopted a False Security Alarm Reduction program in April of 2009 and amended the fees for the program on October 5, 2010. At that time, the goal of the program was to modify security alarm user behavior and divert public safety resources to legitimate activities, which helped maintain Beverly Hills Police Department response times. Additionally, false alarm fees collected helped offset the costs associated with responding to false alarms. Since the program's inception, false security alarms have been reduced significantly.

Since late 2015, the entire west-side region (West Los Angeles, Culver City, Santa Monica and West Hollywood) has experienced an increase in residential and commercial burglaries. Our goal is to reduce the number of burglaries while continuing to keep the number of false alarms to a minimum by collaborating with

our false alarm vendor on implementing an effective citizen engagement strategy such as sending educational information and contacting repeat offenders.

DISCUSSION

On May 3, 2016, Council adopted the attached Resolution No. 16-R-13074, adjusting the fees regarding police responses to false alarms. Under the current agreement, the vendor's compensation is based entirely on a percentage of the service charges paid to the City by alarm users for violation of the City's False Alarm Ordinance. As a result of the changes to City's ordinance related to the fees, the City will generate significantly less revenue, making it unprofitable for the vendor to continue providing their services.

Commencing May 1, 2016 through January 31, 2017, staff recommends that the City Council approve the attached Amendment No. 1 to the agreement to pay the vendor \$8,000 per month for their services. In the previous 11 months, vendor was compensated an average of approximately \$9560. The vendor will work with the City and Police Department staff to implement a citizen engagement strategy as well as continue providing the services agreed upon in the original agreement.

Maintaining our relationship with the vendor and continuing the False Security Alarm Reduction program during the pilot program will help us gather the necessary data needed to reevaluate the financial impact, the changes in demands in police resources, and track the changes in burglary trends when this item is brought back to Council.

FISCAL IMPACT

PMAM, Inc. will be compensated a not to exceed total of \$72,000 for services commencing May 1, 2016 through January 31, 2017; thus, converting the contract from a percentage based to a fixed monthly amount. Previously budgeted amounts will be adequate to cover the services.



DON RHOADS
Chief Financial Officer



SANDRA SPAGNOLI
Chief of Police

Attachment 1

AMENDMENT NO. 1 TO AN AGREEMENT BETWEEN THE CITY
OF BEVERLY HILLS AND PMAM, INC. FOR CONSULTING
SERVICES TO MANAGE AND ADMINISTER CITY'S FALSE
ALARM ORDINANCE

NAME OF CONSULTANT: PMAM, Inc.

RESPONSIBLE PRINCIPAL
OF CONSULTANT: Pankaj Kumar, President

CONSULTANT'S ADDRESS: 5430 LBJ Freeway
Suite 3
Dallas, TX 75240
Attention: Pankaj Kumar, President

CITY'S ADDRESS: City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210
Attention: Don Rhoads, Director of
Administrative Services/Chief Financial
Officer

COMMENCEMENT DATE: Upon Written Notice to Proceed

TERMINATION DATE: January 31, 2017, unless extended
pursuant to Section 2 of the Agreement

CONSIDERATION: Original Agreement: Not to exceed the
annual amount set forth in City Purchase
Orders, based on the rates set forth in
Exhibit B-1

Amendment No. 1: Not to exceed \$72,000
(May 1, 2016- January 31, 2017) at the
rates set forth in Exhibit B-1

AMENDMENT NO. 1 TO AN AGREEMENT BETWEEN THE CITY
OF BEVERLY HILLS AND PMAM, INC. FOR CONSULTING
SERVICES TO MANAGE AND ADMINISTER CITY'S FALSE
ALARM ORDINANCE

This Amendment No. 1 is to that certain Agreement between the City of Beverly Hills (hereinafter called "CITY"), and PMAM, Inc. (hereinafter called "CONSULTANT") dated March 4, 2014 and identified as Contract No. 80-14 (collectively, "Agreement").

RECITALS

A. CITY entered into a written agreement with CONSULTANT for professional consulting services related to managing and administering the CITY's false alarm ordinance, which was recently amended.

B. CITY and CONSULTANT desire to amend the Agreement to modify the Termination Date, Scope of Services and Compensation for such services.

NOW, THEREFORE, the parties agree as follows:

Section 1. The CONSIDERATION shall be amended as set forth above.

Section 2. The TERMINATION DATE shall be amended as set forth above.

Section 3. Exhibit A-1, "Additional Scope of Services," shall be added to Exhibit A as attached hereto and incorporated herein.

Section 4. Exhibit B-3, "Additional Schedule of Rates," shall be added to Exhibit B-1 as attached hereto and incorporated herein.

Section 5. Except as specifically amended by this Amendment No. 1, the remaining provisions of the Agreement shall remain in full force and effect.

EXECUTED the ____ day of _____ 20____, at Beverly Hills, California.

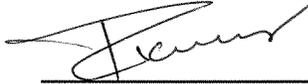
CITY OF BEVERLY HILLS
A Municipal Corporation

JOHN A. MIRISCH
Mayor of the City of Beverly Hills, California

ATTEST:

BYRON POPE
City Clerk

CONSULTANT:
PMAM, INC.

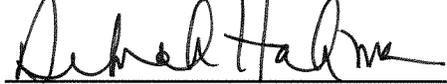


PANKAJ KUMAR
President



MAHIMA KUMAR
Secretary

APPROVED AS TO FORM



LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:

MAHDI ALUZRI
City Manager



DON RHOADS
Director of Administrative Services/Chief
Financial Officer



KARL KIRKMAN
Risk Manager

EXHIBIT A-1

ADDITIONAL SCOPE OF SERVICES

Commencing May 1, 2016, due to the amendment to CITY's false alarm ordinance, CONSULTANT shall work with CITY and Police Department staff to implement a citizen engagement strategy. CONSULTANT shall submit to CITY a written false alarm ordinance citizen engagement strategy, which is subject to the written approval of CITY.

EXHIBIT B-3

ADDITIONAL SCHEDULE OF RATES

Commencing May 1, 2016 through January 31, 2017, CITY shall pay CONSULTANT \$8,000 per month for the services performed pursuant to this Agreement.

Attachment 2

RESOLUTION NO. 16-R- 13074

RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS
AMENDING THE COMPREHENSIVE SCHEDULE OF TAXES, FEES &
CHARGES TO AMEND THE FALSE ALARM SERVICE CHARGES
AND ADD BIKE SHARE FEES FOR FISCAL YEARS 2015-2016 AND
2016-2017

The Council of the City of Beverly Hills does resolve as follows:

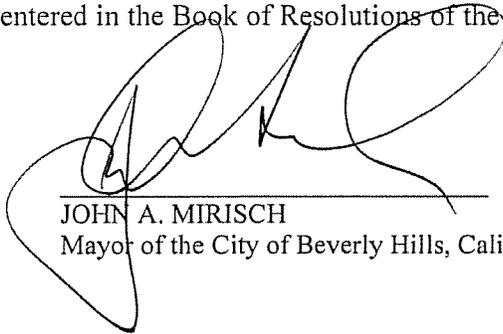
Section 1. *False Alarm Fees.* As set forth in Municipal Code Section 4-4-109, a false alarm service charge is billed to each subscriber for the false alarms issued by the subscriber's alarm system within a calendar year. The City of Beverly Hills ("City") now desires to adjust certain existing fees regarding police responses to false alarms contained in the City's Comprehensive Schedule of Taxes, Fees & Charges. The City Council hereby adjusts existing fees regarding police responses to false alarms in the amounts set forth in Exhibit A. Said fee shall be included and incorporated into the City's Comprehensive Schedule of Taxes, Fees & Charges and shall go into effect on 12:01 a.m. on May 4, 2016.

Section 2. *Bike Share Fees.* The City has purchased bicycles for its bike share program and desires to add fees for the use of the bicycles and participation in the bike share program to the City's Comprehensive Schedule of Taxes, Fees & Charges in the amounts set forth in Exhibit B. Said fees shall be included and incorporated into the City's Comprehensive Schedule of Taxes, Fees & Charges and shall go into effect on 12:01 a.m. on May 4, 2016. In the event that the City's bike share program provides for the reciprocal use of bikes in connection with another city's bike share program, the City Director of Community Development may adjust the amounts set forth in Exhibit B to match the fees established by such city, provided that no fee set forth in Exhibit B shall increase by more than 10 percent each fiscal year.

Section 3. The City Council is taking action only on those fees set forth in Exhibits A and B. The remaining taxes, fees, permit fees, City service charges, and other fees, charges, extractions, and required payments for municipal services, inspections, enforcement activities or for other indicated purposes set forth in the Comprehensive Schedule of Taxes, Fees & Charges have not been readopted and remain in place.

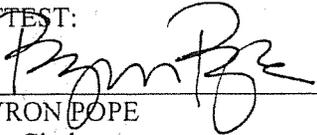
Section 4. The City Clerk shall certify to the adoption of this resolution and shall cause this resolution and his certification to be entered in the Book of Resolutions of the Council of this City.

Adopted: May 3, 2016



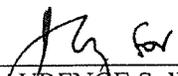
JOHN A. MIRISCH
Mayor of the City of Beverly Hills, California

ATTEST:



BYRON POPE (SEAL)
City Clerk

APPROVED AS TO FORM:



LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:



DON RHOADS
Director of Administrative Services/
Chief Financial Officer



SANDRA SPAGNOLI
Chief of Police



SUSAN HEALY KEENE
Director of Community Development

EXHIBIT A

False Alarm Service Charge for Police Response

First through Third Responses

No charge

Fourth Response within Calendar year

\$210.00 (amount may be waived once per calendar year with successful completion of the "Alarm User Awareness Class" within 60 days of the alarm event).

Fifth Response within Calendar Year

\$261.00

Sixth and Subsequent Responses within Calendar Year:

\$366.00

False Alarm Service Charge for Fire Response

First Response

\$210.00 (amount may be waived once per calendar year with successful completion of the "Alarm User Awareness Class" within 60 days of the alarm event).

Second Response within Calendar Year

\$261.00

Third and Subsequent Responses within Calendar Year:

\$366.00

EXHIBIT B

BIKE SHARE FEES

CASUAL	USERS RATE	RIDING TIME ¹
Pay as You Go	\$6	60 mins
MONTHLY PASS ²	RATE	DAILY RIDING TIME¹
Monthly 30-min	\$20	30 mins
Monthly 60-min	\$25	60 mins
Transit Combo	\$15	60 mins
ANNUAL PASS	RATE	DAILY RIDING TIME ¹
Annual 30-min	\$119	30 mins
Annual 60-min	\$149	60 mins
BH Resident/Founding member ³	\$99	60 mins
STUDENT TERM RATE Student Only (requires verification):	RATE	DAILY RIDING TIME¹
6 month pass for Spring/Summer or Fall/Winter Term	\$47	60 mins

FEE WAIVERS

City Sponsored/co-sponsored event fee waivers Transportation Official may determine applicable waived fees per event.

MISCELLANEOUS ACTIVITIES

	CHARGE/CREDIT
Overage fee per minute after ride time exceeded	\$0.10 per minute
Return bike out of system area	\$20 charge
Return bike out-of-hub location in system area	\$2 charge
Return bike from out-of-hub location to hub	\$1 credit
Reserve bike prior to use	Standard rates apply while reserved

Note: Bike return to a regular bike rack within 100 feet of a hub shall be considered "in hub" if no bike racks are available at the hub.

REFERENCE

¹ Riding time: For casual users, minutes are purchased in advance and balance of available time is reduced when used, with no expiration. For passes, daily riding time is the number of minutes included per day; no rollover credit; additional usage is charged at regular basis.

² Online promotions for monthly passes may be offered directly or via social buying websites, (i.e., 6 month membership may be offered for the cost of 3 months); maximum 5 times per year, with Transportation Official authorization. Transit combo availability subject to coordination with transit agencies.

³ Founding member: Membership purchased prior to launch: includes special promotional items yet to be determined and opportunity to be selected for pre-launch testing.