

DEER ★ PARK

Birthplace of Texas®

CITY OF DEER PARK, TX

**ALARM PROGRAM SYSTEM & SERVICE
AMENDED PROPOSAL**

SUBMITTAL DATE: 10/8/2025

Alarm Program Systems LLC

367 Civic Drive - Suite 10

Pleasant Hill, CA 94523

Phone: 510-267-0414

www.alarmprogramsistemas.com



ALARM
PROGRAM SYSTEMS, LLC

Lt. Wade Keeney
Finance Director
City of Deer Park, TX Police Department
2911 Center Street
Deer Park, TX 77536

Lt. Keeney

Alarm Program Systems LLC. [APS] is pleased to present the City of Deer Park with a proposal to manage its alarm program. We are confident that our company can be a thoughtful and effective partner in your city's goal to efficiently manage its Alarm Ordinance.

The APS value proposition is simple:

- We are the only nationwide solutions provider currently exclusively focused on alarm ordinance management.
- We offer a 100% cloud-based CRM platform built on Salesforce.com that provides flexible industry-leading capability.
- We have the size, focus and processes to provide clearly superior service to any alternative in the marketplace.

APS is headquartered in the San Francisco Bay Area and currently administers programs for 65 agencies. Our company handles 310,000+ alarm permits and processes 5,800+ false alarms monthly across its partner base. Over the course of our 11-year history, we've managed growth with a close attention to our core mission to provide the best service in this market segment. We've established by reputation a platform robust enough to maintain this standard from agencies servicing upwards of 800,000 citizens down to those servicing under 20,000.

The APS application is a 100% cloud-based solution that enables collaboration, integration and automation between business units across multiple departments - creating a true municipal agency and citizen engagement solution. All program information is highly secure, stable, and accessible in real time from any device. APS is committed to meeting evolving industry data & payment processing requirements and standards. From the front-end citizen portal to the back end administrative interface, APS can leverage an industry leading technology stack to ensure that our product offering is constantly improving at the pace of current technology.

On the service side, APS features an experienced customer support team that is well versed in all aspects in the management of an alarm program. Our staff will be trained on both Deer Park's Alarm Ordinance and the manner in which the city wants it administered. To ensure that we operate as an effective face forward for our partner agencies, APS places a strong priority on responsive support via phone and email during all business hours. Additionally, our focused in person outreach to problem alarm sites has demonstrated effectiveness in both reducing aggregate false alarms while improving collection metrics.

APS has taken the liberty of including an abridged Partner List (p. 42). By briefly reviewing, the evaluation team will see that just about one third of our current partners have worked with either CentralSquare/CryWolf or PM AM before migrating onto our platform. APS believes that it has firmly differentiated itself by the consistent level of service and responsiveness we provide to both our agency partners and the individual community members they serve.

We thoughtfully suggest that the APS solution can help Deer Park significantly lower embedded agency costs, heighten public awareness, increase program revenues, meaningfully reduce false alarms, and free up valuable resources for public safety – all while maintaining a professional and responsive level of civic engagement.

Included in this proposal document is the following:

- Solution Overview
- Implementation Schedule
- Project Team
- Scope of Service
- SLAs
- Case Studies
- References
- Cost Proposal
- Partner List

Please do not hesitate to contact us if you have any questions.

Sincerely,



Jim Huchingson

President

Alarm Program Systems LLC.
367 Civic Drive, Suite 10
Pleasant Hill, CA 94523



SOLUTION OVERVIEW

Solution Overview

Based on the sizing of Deer Park’s false alarm program, APS is confident that we can deliver a successful transition of program administration within four [4] weeks. The APS implementation will have very little impact on Deer Park resources.

APS will assign a project team rich in experience. Additionally, each of the members—from Project Manager, Technical Manager and Customer Support —are all principals who will be giving their full attention to a mutually successful deployment. Deer Park will have our undivided attention. Jim Huchingson, President, will serve as the dedicated Project Manager.

Alarm Program Systems will provide Deer Park with a 100% web-based application that requires no hardware or software to be purchased. APS is prepared to work with all defined city personnel to ensure a to approach and successful implementation.

- ❑ APS shall, consistent with Deer Park’s current alarm ordinance and any future amendments, provide, operate, and maintain Deer Park’s Alarm Management Program. More specifically, we shall develop, provide, operate, and maintain the systems necessary to communicate with Deer Park’s designated officials, Alarm Companies, Police Department, and those members of its citizenry affected by the alarm ordinance.
- ❑ The APS platform will be tailored to fit Deer Park’s particular needs and objectives, and it will perform all functions necessary to satisfy same. It will acquire, access, assimilate, produce, record and store data relevant to the operation of Deer Park’s Alarm Management Program. It will generate and issue notices, permits and billing statements; track accounts receivables, account histories (including hearings and appeals); and generate reports.
- ❑ APS will provide accounting reconciliation services and accounting reports for all billing pursuant to Generally Accepted Accounting Principals monthly. This shall include monthly auditing to ensure accuracy. Said reports and all supporting documents will be submitted to the city within ten business days of month’s end with the fee share totals for approval.
- ❑ APS will securely import all existing alarm program records (permits, billings, payments/history, fees outstanding, etc.) from Deer Park’s current in house system and use it to populate live permit accounts with corresponding historical record of billings, payments, & false alarms.
- ❑ APS will notify households, businesses, and alarm service providers of alarm ordinance existence and requirements, using city-generated templates and language as required.
- ❑ APS will generate and issue notices, permits and billing statements; track accounts receivables; and generate reports.
- ❑ APS will provide Deer Park consultation on Ordinance updating, revisions, and design for no additional fees upon the city’s request.

- ❑ **APS will establish an interface protocol with Deer Park's current CAD vendor (Motorola Solutions / PremierOne CAD Client) and collect alarm call data weekly, or as otherwise required by Deer Park. We will provide for a secure, encrypted transmission of this data.**
- ❑ APS will perform billing and payment collection functions consistent with the terms of Deer Park's alarm ordinance. We will send written notice to alarm users who generate false alarms and actively pursue those who are delinquent in making their required payments.
- ❑ APS will provide an online alarm user portal where households and businesses can obtain and renew alarm permits, pay billings, view their alarm activity, view Deer Park's alarm ordinance, update account information, and review FAQ's and responses thereto.
- ❑ APS will maintain a Toll-Free telephone number (M-F, 8am-5pm PST) that individuals may call to speak with someone about the specific details of their bills or to ask about the alarm permit program in general. Additionally, inquiries may be submitted via email, and a timely response will be delivered to each inquiry received.
- ❑ APS will provide Deer Park with 24-hour emergency telephone number where an APS associate can be order,.
- ❑ APS will provide systems training to Deer Park employees engaged in the operation and/or oversight of Deer Park's Alarm Management Program (in person if requested).
- ❑ APS will provide Deer Park with secure, online access to alarm management information, including, but not limited to, reports produced by Deer Park-defined search criteria.
- ❑ APS will produce and deliver reports to Deer Park in a timely manner as required or requested by the city, including, but not limited to, auto-notifications.
- ❑ APS will maintain evolving security standards for its systems and processes and provide Deer Park with documentation as appropriate or required.
- ❑ **Alarm Program Systems is providing Deer Park with a detailed rollout schedule detailing the program migration from contract date to go live date.**

Service Level Agreements

- ❑ The APS system currently does not allow alarm owners to logon to its online payment portal and make partial payments. Alarm owners have the option of paying the current outstanding balance and can not select individual fee items and pay them individually. APS will not make this an allowable feature unless at the request of the City.
- ❑ Deer Park will have the ability to select the process by which Unpermitted False Alarm 1 is/is not 'waived'. APS can enable alarm owners logging in and paying online for a permit registration within 30 days of Unpermitted False Alarm 1 to automatically have the penalty removed when the alarm owner pays for his/her permit (30-Day Waive Function). Alternatively, Deer Park can design an appeal process for alarm owners requesting that UPFA1 be waived.

Implementation Schedule

Contract Date
Notice to Proceed Date
Proposed Roll-Out Meeting: Day 1 <ul style="list-style-type: none"> • Conduct implementation status meeting between APS and city staff • Review and approve implementation plan
Weeks 1-2 of Rollout <ul style="list-style-type: none"> <input type="checkbox"/> Interface, Correspondence and Process Specifications <ul style="list-style-type: none"> • Establish a toll-free number and alarm program mailing address • Build Alarm Program website with ordinance and fee information data connections for online support and payment • Review CAD, financial (bank account, bank lockbox and/or city financial system) and online access specifications for city agents. • Draft and format for approval all correspondence templates <ul style="list-style-type: none"> ○ Existing Alarm User Notification ○ Alarm Company Letter ○ False Alarm Incident Notification ○ Deer Park Web Site Content • Establish hearing and appeal process steps • Work with city staff to build comprehensive roster of all jurisdictional alarm providers • Import all existing permit and false alarm data/history from current administrator • Import Alarm Company rosters electronically and manually as needed • Establish secure web-based interface with alarm Companies for ongoing roster management, licensing, outstanding invoices and current balance <input type="checkbox"/> Implement and test business, alarm company, and citizen web functions <ul style="list-style-type: none"> • Alarm company self-service portal • Alarm user portal/alarm program website (online alarm class available) • Establish city administrative access to application • Embed links from Deer Park PD website(s) to alarm program website
Midpoint Meeting: Day 14 <ul style="list-style-type: none"> • Appraise city staff of implementation progress; discuss remaining steps to 'go live' date
Weeks 3-4 of Rollout <ul style="list-style-type: none"> <input type="checkbox"/> Registration Implementation <ul style="list-style-type: none"> • Complete the import of all relevant data onto the APS platform – CryWolf Dataset/Format Import • Configure system logic for alarm ordinance workflow rules <input type="checkbox"/> System Infrastructure and Interface Implementation <ul style="list-style-type: none"> • Establish, configure and test CAD alarm event and interface; establish FTP endpoint for reports • Establish a secure, electronic payment gateway (Stripe)
<ul style="list-style-type: none"> <input type="checkbox"/> Program Training <ul style="list-style-type: none"> • Train APS staff on the Deer Park's alarm ordinance, objectives and execution plan • Train Deer Park program administrator(s) on APS application, optimize layout and click- through reporting features.

Implementation Schedule

<input type="checkbox"/> Program Testing <ul style="list-style-type: none">• Test all major system components, including interfaces, generation of communication templates, collection and customer service systems.
<input type="checkbox"/> Final Rollout Meeting: Day 28 <ul style="list-style-type: none">• Address any remaining details
<input checked="" type="checkbox"/> GO LIVE <ul style="list-style-type: none">• Begin the full-time management of the Deer Park Alarm Program

Typical tasks and input from Deer Park staff may include:

Collaborative design of all program documentation and communication strategies to Deer Park residents.

Approval of all published content in support of the program—print and online versions.

Monitoring of implementation performance on ongoing program performance.

Provision of existing alarm program information in accessible file format.

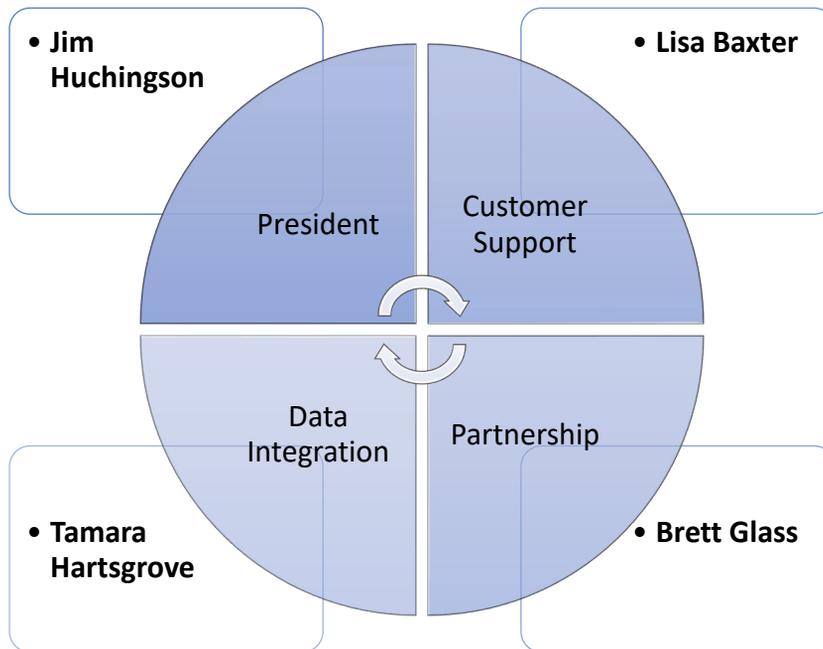
Collaboration on false alarm appeals and processes.

Provide limited view of CAD database to set up false alarm report function and scheduled transmission



PROJECT TEAM

Project Management Organization



Jim Huchingson will serve as Project Manager and oversee all phases of the Deer Park partnership. His efforts will be concentrated on the development of a rollout plan and overseeing all phases of the migration project - including status meetings, data import, website development, and managing CAD and financial interfaces.

Lisa Baxter will conduct Customer support training. She will train the train customer support staff on Deer Park's ordinance, establish a protocol for appeals with the city, act as the ongoing manager of all alarm program appeals, and implement workflow rules for collection and billing.

Tamara Hartsgrove will serve as the point person for data conversion and integration. She will take alarm program data in whatever form it currently exists and import it onto the APS platform. She will also assist in designing of any necessary CAD/RMS interface. After migration, continue to oversee false alarm data import on a regular weekly basis.

Brett Glass will serve as Co-Manager on the project and coordinate regular progress meetings with Deer Park to ensure clear communication throughout the onboarding process. He'll handle all communication materials for alarm company and citizen outreach. Brett will continue as Deer Park's primary partnership contact after the program has been rolled out on the APS platform.

These four key members of the team will serve as contact points for respective staff members in Deer Park focused on the False Alarm Management Program. Each has been with APS for between 6-12 years and have been integral in building what we believe is the best service/technology offering in alarm program management.

Key Project Personnel



Jim Huchingson

Project Manager/President (12 years)

Jim Huchingson is the President and founder (2012) of Alarm Program Systems, LLC. .

Jim has over seventeen years of experience in designing, implementing, supporting and managing recurring revenue streams for many of the largest organizations in the world, including providing services to run the False Alarm Program for the City of San Francisco.

He plays an integral part of the day-to-day operations including Customer Support, Finance and Product Development. Additionally, Jim is in charge of each implementation and the customer onboarding process.

Jim graduated with a Bachelor's degree in Legal Studies from the University of California at Berkeley.

Technology Background:

- Salesforce.com
- Force.com
- Zendesk [Customer Support]
- Permit and Licensing Process Development and Optimization
- Product Development [Jim is the architect of the Alarm Program Systems application]
- Customer Support Process Development
- Heroku Web Development and E-Commerce Applications



Brett Glass

Vice President of Operations (6 Years)

Customer outreach, product development, and compliance processes. Prior to joining APS, Brett had twenty years of experience in financial services & corporate management, including Hambrecht & Quist, Lake Union Capital (Managing Partner), First Albany (Managing Director), and JP Morgan. Bachelor of Arts, UCLA.



Lisa Baxter

Training Manager/Customer Support (8 Years)

Dedicated Customer Service Manager with 15 years of experience building, staffing, and overseeing high-functioning operations and service teams in both health care and technology verticals. Prior to APS, Lisa worked at Halt Medical (acquired by Acesa Health) and AcroMetrix.

Lisa is responsible for service agent training as well as testing, modifying and implementing all customer support workflows. She heads the hearing and appeals process and has extensive experience in collections and billing.



Tamara Hartsgrove

Implementation Manager (11 Years)

Tamara is responsible for all new and running projects; working with developers and managers; creating testing plans, outlines and the implementation of CAD and software interfaces. She oversees quality assurance and data migration. She is proficient with systems such as Task, Microsoft Expression, Excel, SQL, Word, Access, OnTime, Microsoft Project, and Salesforce.



Dave Krupinski

Developer (11 Years)

Full-Stack Engineer with a focus on Content Systems Architecture. Custom tools to generate, maintain, and distribute content across the web and mobile devices. Tasks include modifying, upgrading and optimizing the APS platform.

Technology Background:

- Ruby on Rails
- NodeJS
- HTML5
- MongoDB
- Redis
- MySQL
- Haml
- SQL Server
- Slim
- Javascript
- JQuery
- CoffeeScript
- SpineJS
- Prototype
- Cold Fusion



Darlene White

Program Support Manager, (6 Yrs)

Alarm company coordinator and customer service representative. Darlene leads on communication with over 140 alarm/monitoring companies servicing the US. She has been integral in building the APS alarm company portal network - enabling larger national alarm providers and their contracted monitoring companies to use APS proprietary technology to optimize permitting across our entire partner base.

Ten years experience in investment banking, with roles as national and regional account executive (Integrity First Financial Group & Freedman, Billings & Ramsey).



SCOPE OF SERVICE

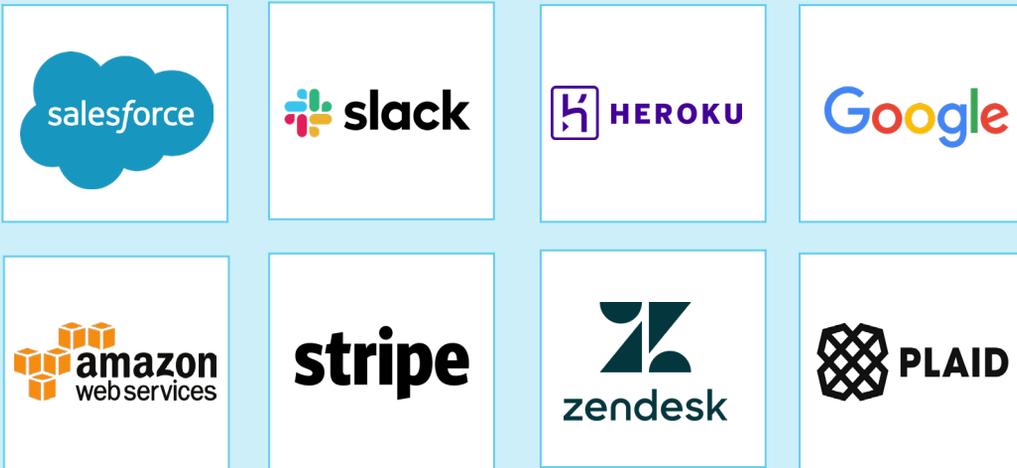
Technology

Our firm has become a popular solution for law enforcement agencies who have chosen to implement a true CRM solution beyond simply invoicing and billing. The APS application is built on the Salesforce.com platform, which enables collaboration, integration and automation between business units, applications across multiple departments - creating a true municipal agency-citizen engagement solution.

Utilizing the APS platform, Deer Park staff will have unlimited real-time access to all relevant data related to the alarm program's operation. Through a simple, point and click interface, city administrators will have the ability to call data metrics (on any time frame) such as program revenues, current permits, refused permits, false alarm billings, outstanding receivables, past due balances, collection rates, upcoming renewals, etc. Custom reports can be designed for each user's individual preferences. All reporting is easily exported to Excel, PDF, or other file formats.

The APS CRM-rich feature set allows users (both city and administrator) to record an up-to-the-minute history of all customer service interaction related to each unique permit/account. Phone inquiries, emails, appeals, and agency notes can all be logged and shared by users to maximize collaborative efficiency.

The APS application is a 100% web-based, secure platform built from the ground up on a technology stack unparalleled in the industry today leveraging the ongoing evolution of leading-edge applications such as:



Building on Salesforce cloud-based architecture helps ensure that your alarm program's functionality is able to upgrade in parallel with the rapid evolution of technology. Our commitment to constantly investing to provide the leading standard in both personal client service and technology translates to alarm management programs that experience both the lowest error rate and highest collection rate in the industry.



Customer Service

APS has a diverse collection of expert customer support professionals with a proven capacity to drive program revenue and false alarm reduction. From our project managers to our customer support staff, we employ only the most qualified individuals in the industry. We invest heavily in initial and ongoing training to maintain competency in support strategies, industry issues, client products and services, and general communication skills.

The training is comprised of four components:

- **Ordinance-Specific Training:** Revenue events and triggers, policy guidelines and fee schedules.
- **Customer Support Training:** Common objection handling review, FAQs and Deer Park program review will enhance team communication and collection skills.
- **Community Awareness Training:** Our customer support team will review and disseminate all current community affairs and Law Enforcement news in Deer Park on a daily basis to ensure our staff can understand and communicate effectively with the residents of Deer Park.
- **Continued and Ongoing Training:** Our team’s practical hands-on support experience is a great resource for improving the process and identifying ways to maximize false alarm reduction for our clients. We provide monthly “Leadership Lunches” with industry experts and support trainers from around the country.

The APS staff will be available to assist citizens and business owners and to answer program and billing questions via access to a Toll-Free telephone number, chat and email. The APS customer service team will be available from 8am – 5pm PST, Monday through Friday, excluding major national holidays. An integrated voice response [IVR] and voice mail system will be enabled and customized for the use of Deer Park’s false alarm management program, including customer greetings and call routing. All calls not handled in real time will be returned within 24 hours from receipt. We can fully support an integrated customer support model whereby APS and Deer Park personnel collaborate and contribute together, not just in answering calls but for all program functions. The majority of requests are handled within 60 minutes or less.

Additionally, our application infrastructure is based on the core customer relationship management principles. Accurate record keeping, familiarity with local issues and multiple communication channels (phone, email and chat) are key components to resolving customer inquiries.

The APS Customer Service Team is kept up-to-date with security industry and agency relevant news through a dynamic feed straight into the APS application.

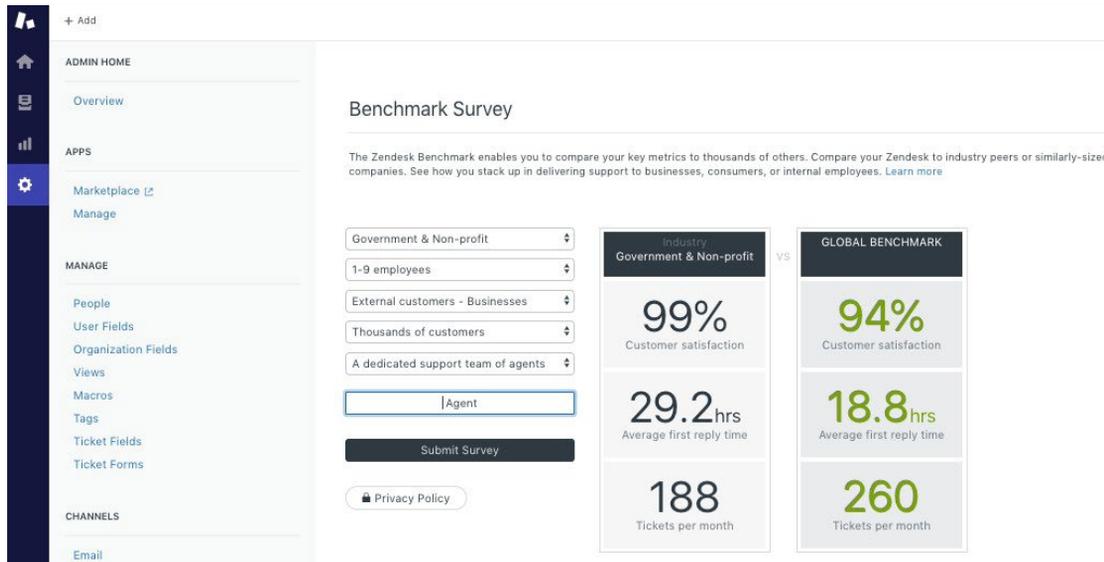
APS uses Zendesk to track and manage all customer support interactions. All requests are logged and closed through Zendesk. Zendesk is a San Francisco based company and is regarded as the premiere customer support application worldwide.

Subject	Requester	Requested	Priority	Assignee
Status: New				
bill adjustment	Robin Berta-Miller	12 minutes ago	-	-
New message 1 in mailbox 500	Telephone System Message	16 minutes ago	-	-
Status: Open				
FW: Palm Springs Police Department - Alarm Unit : Fees Due	Douglas Morton	Yesterday 12:46 pm	-	Lisa
Alarm at 335 Corrie Place, Alamo	Celeste Pacelli	Oct 17	-	Lisa



Customer Satisfaction and Measurement

All customer service interactions are tracked, measured and Zendesk provides us the capability for APS to measure response time and customer satisfaction.



Alarm Permitting, Renewal & Suspension

APS automates the entire process for generating permits, renewal notices, false alarm notices and permit suspensions. Permits/Address records are generated through electronic registration on the alarm user website: <https://deer.parkca.citysupport.org>. Alarm company roster and CAD false alarm data is imported at a measured interval. When a permit/address record is established, APS time stamps and tracks every interaction with the record, including items such as status, status change date, total number of false alarms, outstanding balances, all fee notification history, permit renewal and expiration dates. Workflow rules are set with each field to create any number of automated actions based on the time stamp or value change. For example, 45 days from expiration date, renewal notice invoices are automatically generated. All invoices are attached as links to the permit record and can be viewed at any time.

Sample Permit Record in APS

License
18-237646

<p>Police Department PIERCE COUNTY SHERIFF</p> <p>License Number 18-237646</p> <p>PW THsc1292</p> <p>Billing Contact Licensing Permits</p> <p>Billing Contact Phone Number</p> <p>License Type Residential</p> <p>Cancellation Date</p> <p>Last Reconciliation Date</p> <p>Number of False Alarms 6</p> <p>Unmatched <input type="checkbox"/></p> <p>30 Day Waive Qualification <input type="checkbox"/></p> <p>Alarm Company SECURE PACIFIC CORPORATION</p> <p>Permit Added 4/30/2019 10:51 AM</p> <p>Latest False Alarm Invoice 7/2/2019 1:29 PM</p> <p>Latest Permit Invoice 10/2/2019</p>	<p>Permit Date 11/15/2018 12:00 AM</p> <p>Permit Expiration Date 11/15/2019</p> <p>License Status Permitted</p> <p>Previous Status Refused</p> <p>Last Status Change 4/30/2019 10:51 AM</p> <p>Suspended Age (days)</p> <p>Suspended Date</p> <p>Last False Alarm 10/17/2019 12:44 AM</p> <p>Total Invoiced \$621.75</p> <p>Amount Paid \$347.75</p> <p>Total Invoiced (outstanding) \$274.00</p> <p>Outstanding Permit Balance \$24.00</p> <p>Payments Pending Processing \$0.00</p> <p>Last Billing Date 9/24/2019</p> <p>Last Email Billing Date</p>
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Billing Activities (3)
New

BILLING ACTIVIT...	AMOUNT	NOTE	CREATED DATE
BA-0315385	\$123.75	entered manually	10/22/2019 8:32 AM
BA-0296497	\$100.00	entered manually	8/1/2019 2:00 PM
BA-0282757	\$124.00	1348012530	4/30/2019 10:51 AM

[View All](#)

Invoices (6+)
New

INVOICE NUMBER	PERMIT BILLING YE...	FALSE ALARM EVEN...	INVOICE DATE
INV-19-2278839	2019		10/2/2019
INV-19-2125401		6/30/2019 10:18 AM	7/2/2019
INV-19-2120589		6/17/2019 2:44 AM	6/18/2019
INV-19-2116773		6/1/2019 3:38 PM	6/4/2019
INV-19-2114812		5/27/2019 8:10 AM	5/28/2019
INV-19-2098979		2/27/2019 10:49 PM	3/5/2019

[View All](#)

False Alarms (6)
New

FALSE ALARM NU...	EVENT DATE/TIME	FALSE ALARM COUNT	BILLABLE
20191020-395190	10/17/2019 12:44 AM		<input type="checkbox"/>
20190702-372516	6/30/2019 10:18 AM	5	<input checked="" type="checkbox"/>
20190618-370557	6/17/2019 2:44 AM	4	<input checked="" type="checkbox"/>
20190604-369329	6/1/2019 3:38 PM	3	<input checked="" type="checkbox"/>
20190528-368688	5/27/2019 8:10 AM	2	<input checked="" type="checkbox"/>
20190304-361596	2/27/2019 10:49 PM	1	<input checked="" type="checkbox"/>

[View All](#)

Notes & Attachments (6+)
Upload Files

PIERCE COUNTY SHERIFF License # 18-2...
Sep 24, 2019 • Attachment

PIERCE COUNTY SHERIFF License # 18-2...
Aug 13, 2019 • Attachment



Alarm User Web Portal

In addition to submitting payments by mail, customers will have the ability to pay on-line. APS has a Web builder portal admin application to make any and all content changes quickly. Our secure website portal is built with the latest technology stack and is mobile-friendly for alarm users to interact with on any device or desktop. Alarm users can manage all of their permit and false alarm history in addition to paying fees online. Alarm users can also print a copy of their alarm permit from the web portal.

Activity Type	Invoice Date	Incident Date	Status	Amount
False Alarm	2019-01-29	2019-01-21	Paid	\$235.00
Permit	2018-09-06	-	Paid	\$18.00
False Alarm	2018-05-29	2018-05-26	Paid	\$235.00
False Alarm	2018-05-22	2018-05-16	Paid	\$235.00
False Alarm	2018-05-15	2018-05-11	Paid	\$235.00

Culver City Police Department - Alarm Unit

- Register My Alarm**
Register your alarm system for the first time.
- Renew My Permit**
If you have already registered your alarm system and need to renew.
- Make a Payment**
Pay permit or false alarm fees either online or by mail.



Electronic Billing

The APS application can track alarm user notification preferences such as mail, email or both mail and email correspondence. All email communication templates are stored and managed within the APS application.

License
15-066535

Police Department
[CULVER CITY POLICE DEPARTMENT](#)

License Number
15-066535

PW
AL1a1070

Billing Contact
[False Alarm Department](#)

Billing Contact Phone Number
(312) 954-2529 P

License Type
Commercial

Cancellation Date

Last Reconciliation Date
9/14/2016 1:20 AM

Number of False Alarms
25

Unmatched

30 Day Waive Qualification

Alarm Company
 ADT SECURITY SERVICES

Permit Added
11/18/2017 11:19 AM

Latest False Alarm Invoice
8/21/2018 7:13 PM

Latest Permit Invoice
10/5/2018

Send License Renewal Bill

Total Invoices Sent
9

Fire Alarm

MED ALM

Permit Date
11/18/2018 11:19 AM

Permit Expiration Date
11/18/2019

License Status
Permitted

Previous Status
Unpermitted

Last Status Change
11/21/2016 2:26 PM

Suspended Age (days)

Suspended Date

Last False Alarm
8/18/2018 6:57 AM

Total Invoiced
\$2,279.00

Amount Paid
\$2,279.00

Total Invoiced (outstanding)
\$0.00

Outstanding Permit Balance
\$0.00

Payments Pending Processing
\$0.00

Last Billing Date
10/9/2018

Last Email Billing Date

Go Paperless email sent on
10/23/2018

Invoice Delivery Preference
Email

Invoice Delivery Preference set on:
10/23/2018 9:24 AM

Activation Date

Billing Activities (6+)

BILLING ACTIVITY NAME	AMOUNT
BA-0216093	\$18.00
BA-0186818	\$18.00
BA-0172126	\$235.00
BA-0171877	\$235.00
BA-0091734	\$488.00
BA-0090462	\$240.00

Invoices (6+)

INVOICE NUMBER	PERMIT BILLING YEAR
INV-18-810464	2018
INV-18-803301	
INV-17-655126	2017
INV-17-629010	
INV-17-627604	
INV-16-485176	

False Alarms (6+)

FALSE ALARM NUMBER	EVENT DATE/TIME
20180820-313719	8/18/2018 6:57 AM
20170228-239024	2/23/2017 11:06 PM
20170214-238101	2/9/2017 4:24 AM
20161026-173982	10/17/2016 11:45 PM
20161026-173981	10/17/2016 10:24 PM
20160928-172806	9/25/2016 6:14 PM

Sample False Alarm Billing

SAN RAFAEL POLICE DEPARTMENT - ALARM UNIT
 PO BOX 11194
 SAN RAFAEL, CA 94912

<https://sanrafaelca.citysupport.org>
 1 888 865-9770



KAISER PERMANENTE
 LICENSING PERMITS
 99 MONTECILLO ROAD
 SAN RAFAEL, CA 94903

DATE	PAY THIS AMOUNT	PERMIT NO.
12/29/2020	\$70.00	19-518345

MAKE CHECKS PAYABLE / REMIT TO:

SAN RAFAEL POLICE DEPARTMENT - ALARM UNIT
 PO BOX 11194
 SAN RAFAEL, CA 94912

19-518345 000070009

PAST DUE

Please detach and include with your payment.

ALARM LOCATION: 99 MONTECILLO RD

INVOICE	FEE TYPE	INVOICE DATE	INCIDENT DATE	FEE	PENALTIES	AMOUNT PAID	AMOUNT DUE	DUE DATE
INV-20-2771660	False Alarm	11/10/2020	10/29/2020 2:42 PM	\$50.00	\$0.00	\$0.00	\$50.00	12/10/2020
INV-20-2772561	Permit 2020	11/13/2020		\$20.00	\$0.00	\$0.00	\$20.00	12/13/2020

Questions about your bill?

Phone: 888 865-9770 Monday - Friday 9am - 5pm PT
 Email: sanrafaelca@citysupport.org
 Web: <https://sanrafaelca.citysupport.org>

Total Amount Due: \$70.00

ORD. NO. 1973 governs the use of Alarm Systems and it assesses fees for alarm permits, permit renewals and false alarms. The SAN RAFAEL POLICE DEPARTMENT has been informed that your address has an active alarm system and the following fees are now due. Permitted users may be able to attend alarm school to have false alarm charges reduced. To see if you are eligible please visit <https://sanrafaelca.citysupport.org/alarm-school> to learn more.

Online Payment To manage your account online, make a payment with a credit or debit card, or to obtain more information about the SAN RAFAEL POLICE DEPARTMENT Alarm Ordinance go to <https://sanrafaelca.citysupport.org>. To log in, please enter your PERMIT NUMBER and PIN or PASSWORD.

PERMIT NO.	PIN	EXP. DATE	STATUS
19-518345	A-398223	12/28/2021	Unpermitted

If there is no longer active alarm service in your name at this location, please notify us in writing by sending an email to sanrafaelca@citysupport.org with the date of cancellation and the alarm company of record.



False Alarm Tracking and Billing

APS creates a list of related false alarms to each permit. APS captures all relevant fields and data from the original CAD record supplied by the Police Department. The false alarm count automatically adjusts every time a new false alarm record is added and triggers billing automatically at program-specific thresholds.

APS USER Home Dashboards ▾ Reports ▾ Licenses ▾ Billing Activities ▾ Invoices ▾ False Alarms ▾ Accounts ▾ Contacts ▾ Invoice

False Alarm
20190604-369344

Related **Details**

False Alarm Number 20190604-369344	Culver City False Alarm Batch
License 17-144936	False Alarm Batch FA-53796
Dispatching Alarm Company STANLEY SECURITY SOLUTIONS	Unresolvable 1 <input type="checkbox"/>
False Alarm Count 3	Event Date/Time 6/3/2019 1:54 AM
Attention First Name	Police Department Comments 1906P-0386
Attention Last Name	Event Date 6/3/2019
Location Business Name PS FAMILY CARE	Full Name
Location 1515 N Sunrise Way	In Last Year <input checked="" type="checkbox"/>
Street	Since Permit Date

False Alarms (6+)

New

FALSE ALARM NUMBER	EVENT DATE/TIME	FALSE ALARM COUNT	BILLABLE
20190604-369344	6/3/2019 1:54 AM	3	<input checked="" type="checkbox"/>
20190430-366501	4/30/2019 12:14 AM	2	<input checked="" type="checkbox"/>
20181226-355934	12/24/2018 5:40 PM	1	<input checked="" type="checkbox"/>
20180612-262327	6/8/2018 7:26 AM		<input checked="" type="checkbox"/>
20180612-262328	6/6/2018 6:26 AM		<input checked="" type="checkbox"/>
20180220-256396	2/19/2018 7:23 AM		<input checked="" type="checkbox"/>

[View All](#)

APS runs the false alarm invoicing job once per week, which looks for false alarm records on all permits that do not have an associated invoice. If there is no invoice, APS automatically creates a new invoice associated with the false alarm and with the corresponding amount based on the assigned false alarm count and the relevant fee table for the agency.

Fee Schedules (6+) New

FEE SCHEDULE NAME	TYPE	AMOUNT
FS-0019	Unpermitted False Alarm 4+	\$235.00
FS-0106	Unpermitted False Alarm 4	\$235.00
FS-0018	Unpermitted False Alarm 3	\$235.00
FS-0017	Unpermitted False Alarm 2	\$235.00
FS-0016	Unpermitted False Alarm 1	\$235.00
FS-0015	Renewal Permit	\$18.00

[View All](#)

Invoices (6+) New

INVOICE NUMBER	PERMIT BILLING YEAR	FALSE ALARM EVENT DATE/TIME	INVOICE DATE
INV-18-810464	2018		10/5/2018
INV-18-803301		8/18/2018 6:57 AM	8/21/2018
INV-17-655126	2017		10/5/2017
INV-17-629010		2/23/2017 11:06 PM	3/3/2017
INV-17-627604		2/9/2017 4:24 AM	2/15/2017
INV-16-485176		10/17/2016 11:45 PM	10/26/2016

[View All](#)



Appeals Support

The APS application manages the entire appeals process online; no more sending cumbersome MS Excel files back and forth. We enable a list view that can be accessed by defined users and collaborated on in real time. All relevant details are extracted, hosted and can be accessed by any mobile device: alarm activation information, license account information and payment history. Deer Park can check the APS application on any interval to see the latest resident appeals and collaborate or participate in any decisions.

Licenses **ACTIVE APPEALS** Search this list...

4 Items - Sorted by Police Department - Filtered by all licenses - Appeal - Updated a few seconds ago

	POLICE DEPARTMENT	LICENSE NUMBER	BILLING CONTACT	LOCATION BUSINESS	ALARM COMPANY	TOTAL INVOICED (0...	LOCATION ADDRESS	PERMIT EXPIRATION ...	LAST BILLING DATE
1	CITY OF ROCKFORD	18-217260	Licensing Permits	LUTHER CENTER	USA SECURIT SYSTEM	\$10,525.00	111 W STATE ST	8/16/2039	10/2/2018
2	EL CERRITO POLICE DEPARTMENT	16-074713	West Contra Costa Uni...	EL CERRITO HIGH SCH...	ADI SECURITY SERVIC...	\$87.00	540 ASHBURY AVE	1/12/2020	10/4/2018
3	EL CERRITO POLICE DEPARTMENT	16-075070	WCCUSD	HARDING ELEMENTARY	*ALARM COMPANY U...	\$87.00	7230 FAIRMOUNT AVE	4/6/2019	10/4/2018
4	EL CERRITO POLICE DEPARTMENT	18-152804	West Contra Costa Uni...		*ALARM COMPANY U...	\$174.00	8500 MADERA DR	1/27/2020	10/4/2018



False Alarm Reduction

The primary focus of any false alarm program is to reduce false alarms and create awareness in the community of the ordinance and its goals. APS publishes a weekly top offenders list, so our customer support staff and city is made aware of all problem alarm locations.

The APS customer support team conducts outreach campaigns via email and phone to contact the highest false alarm count locations to help educate alarm users on how to avoid future false alarms and financial liabilities.



Alarm School Online Education

APS is proud to offer the premiere **Online Alarm School** in the industry. **Alarm School Online** is committed to reducing the number of false alarms by working with local law enforcement, municipalities and alarm monitoring companies to educate alarm users. Interactive, educational, and user-friendly, **Alarm School Online** empowers alarm users so they are never the cause of a false alarm dispatch. By completing the course, the alarm users can be proud of doing their part to reduce false alarm calls in their area. www.alarmschoolonline.com.

[Home](#) [Alarm Tips](#) [Course Details](#) [FAQ](#) [Contact Us](#)



False Alarm Prevention Course

Alarm School Online is committed to reducing the number of false alarms by working with local law enforcement, municipalities and alarm monitoring companies to educate alarm users. Interactive, educational, and user-friendly, Alarm School Online empowers alarm users so they are never the cause of a false alarm dispatch. By completing the course, the alarm user can be proud of doing their part to reduce false alarm calls in their area.

[Begin the Course](#)

[Log Back In](#)

The False Alarm Problem

How to Reduce False Alarms

Causes of False Alarms

Anatomy of False Alarms

Choosing an Alarm Company

- FACT: 99% of all alarms are false.
- FACT: Each false alarm costs tax payers police and administrative time and money.
- FACT: One or two police officers are dispatched every time an alarm goes off.
- FACT: False alarms take police away from important police calls.
- SOLUTION: Learn what to do to prevent a false alarm.



Dashboards and Reporting

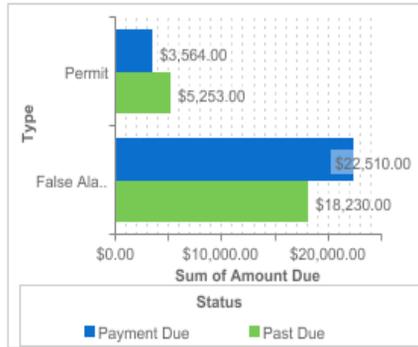
There are a number of reports and dashboards pre-configured that can be accessed through the portal logins. Underlying each dashboard component is a report which can be manipulated to change the filter criteria if needed and downloaded to .XLS or .CSV file formats, if required. There are no charges for incremental report building and/or modifications. APS can configure an unlimited number of false alarm reports based on all available CAD fields for analysis, and all can be accessed in real time from any device.

Reports – Customized Interactive Dashboard - Sample

Culver Revenue This Month



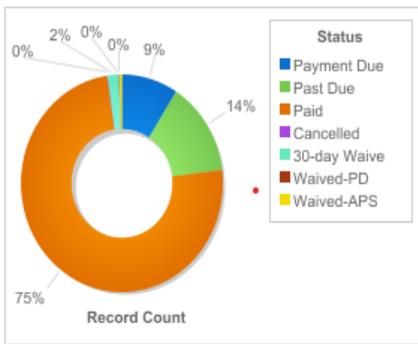
YTD Culver Accounts Receivable



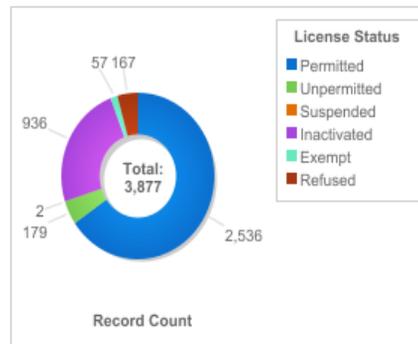
Culver False Alarms YTD Month Over Month



Culver Conversion Metrics YTD



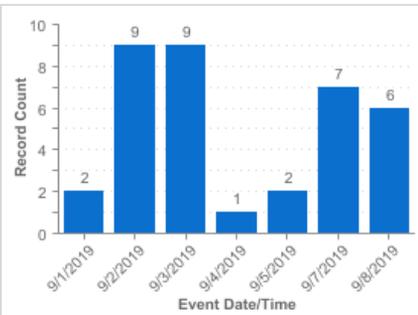
Culver Licenses By Status



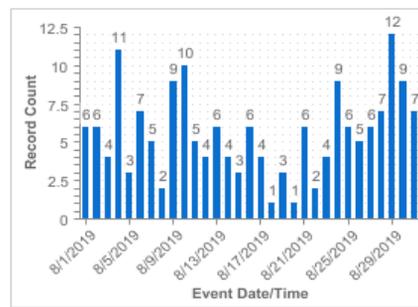
Culver Revenue This QTR Month Over Month



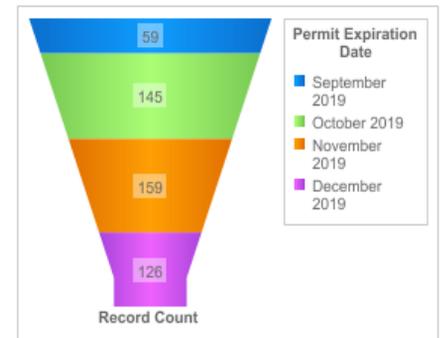
Culver False Alarms This Month Day Over Day



Culver False Alarms Last Month Day Over Day



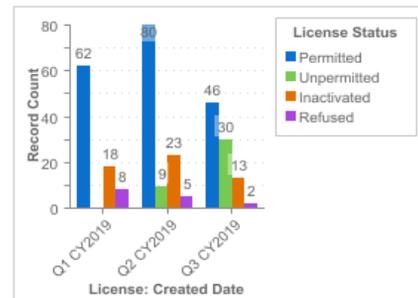
Culver Upcoming Renewals



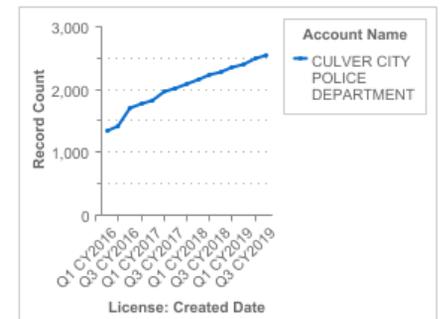
Month End Culver Finance Details

Item	Sum of Amount Paid
Permitted False Alarm 4+	\$7,050
Renewal Permit	\$4,677
Permitted False Alarm 2	\$2,640
Permitted False Alarm 4	\$1,410
Permitted False Alarm 3	\$1,175
Unpermitted False Alarm 4+	\$705
Unpermitted False Alarm 1	\$470
Unpermitted False Alarm 3	\$470
New Permit	\$450
Late Fee	\$420
Unpermitted False Alarm 2	\$365
Unpermitted False Alarm 4	\$235
Total	\$20,067

Culver New Licenses YTD QTR Over QTR



Culver New License Growth





False Alarm Financial Reports

Each day's transactions are logged and audited, and the APS application can produce a variety of reports across any time frame needed. Each line item transaction has an associated payment batch audit record for reconciliation.

Payment Batch Audit: ID	Transaction Code	Process Date Text	License Number	Statement ID	Payment Amount	Effective Payment Date Text	Consolidation Date Text	Batch ID	Sequence Number	Error Resolved	SFDC Processed Time
Payment Response: Operation Successful. (46 records)											
\$28,430.00											
1130	213	2015-07-27	08017388	150009092	\$100.00	2015-07-27	2015-08-05	879199	1	<input type="checkbox"/>	Aug 6 2015 10:00AM
1132	213	2015-07-27	03000083	150012267	\$250.00	2015-07-27	2015-08-05	940756	1	<input type="checkbox"/>	Aug 6 2015 10:00AM
1133	213	2015-07-27	03000065	150008398	\$100.00	2015-07-27	2015-08-05	940757	1	<input type="checkbox"/>	Aug 6 2015 10:00AM

Payment Batch Audit
1130
[Back to List: False Alarms](#)

Payment Batch Audit Detail Edit Delete Clone

ID: 1130

Transaction Code: 213

Process Date Text: 2015-07-27

License Number: 08017388

Statement ID: 150009092

Payment Amount (text): 100.00

Effective Payment Date Text: 2015-07-27

Consolidation Date Text: 2015-08-05

Batch ID: 879199

Sequence Number: 1

Payment Response: Operation Successful

SFDC Processed Time: Aug 6 2015 10:00AM

Payment Amount: \$100.00

Error Resolved:

Notes:

WAUSAU ID: 1130

Created by: [Acs Admin](#) 8/6/2015 10:00 AM

Edit Delete Clone

All reports can be easily exported to MS Excel:

The screenshot displays the 'All Upcoming Renewals' report. At the top, there is a bar chart showing renewal counts across various categories. Below the chart is a table with columns for 'License Plate', 'License Status', 'Renewal Date', and 'License Count'. An 'Export' dialog box is open in the foreground, with the 'Export' button selected. The dialog box contains the following text:

Export

Export View

Estimated Report: This report is a summary of renewals, not a detailed list of renewals. It is not for use in the system.

Print Only

Printed report: This report is a summary of renewals, not a detailed list of renewals. It is not for use in the system.

Format: Cancel Export



Top Offenders List

Another frequently viewed dashboard report that is exported by our partner agencies is the “Top Offenders” list.

Culver City Top False Alarm Offenders

Location Address ↑	Record Count
10724 WASHINGTON BLVD	1
11140 JEFFERSON BLVD	1
11194 WASHINGTON PL	1
11244 PLAYA CT	1
11918 W WASHINGTON BLVD	1
200 CORPORATE PT	1
3578 HAYDEN AVE	1
4130 SEPULVEDA BLVD	1
4155 SEPULVEDA BLVD	1
4450 OVERLAND AVE	1
5899 GREEN VALLEY CIR	1
5987 WRIGHTCREST DR	1
6001 BRISTOL PKWY	1
6200 SLAUSON AVE	1
6221 BRISTOL	1
8432 STELLER DR	1
8559 HIGUERA ST	1
8586 WASHINGTON BLVD	1
8620 HAYDEN PL	1
8680 HAYDEN PL	1
8810 WASHINGTON BLVD	1
9523 CULVER BLVD	1
9937 JEFFERSON BLVD	1



Month-End Remittance Process

APS and Deer Park will reconcile the previous month’s deposits and online transactions on the first of each month. Based on these monthly reports, APS will invoice showing our fee calculation against all revenues collected. Once the invoice is approved, an ACH request would be made and funds deposited to the Deer Park designated bank via Bill.com. The monthly reconciliation report can be tracked in real time from the Deer Park dashboard page in the APS application and exported to Excel at any time.

Month End Culver Finance Details

Item	Sum of Amount Paid ↓
Renewal Permit	\$5,320
Permitted False Alarm 3	\$2,820
Permitted False Alarm 2	\$1,560
Permitted False Alarm 4+	\$1,410
Unpermitted False Alarm 1	\$705
Late Fee	\$498
New Permit	\$486
Permitted False Alarm 4	\$470
Unpermitted False Alarm 2	\$385
False Alarm	\$185
Non-licensed Alarm - False Alarm Fee	\$120
	\$13,959

[View Report \(Month End Culver Finance Details\)](#)



Agency Collaboration – Read/Write Access & Chatter

Connect all program stakeholders with files, data, and read/write access to all Deer Park records — anywhere, anytime and from any device. Follow specific posts and actions of program staff internal to APS and externally from Deer Park. Connect, engage, and motivate staff with a Facebook-like timeline and history to work efficiently, regardless of their roles or locations. Collaborate on false alarm appeals, service cases, campaigns, and collections. Users of APS can subscribe to certain topics, groups or posts by users to stay up-to-date on all citizen interactions.

License
18-234024

Hide Feed

Post File Thanks More

Write something... Share Follow

Followers

No followers.

Show All Updates

Lisa Baxter
ASO completed 3-19-19
Comment · Like · March 19, 2019 at 3:33 PM

Lisa Baxter
Once ASO completed, reduce FA fee on 1-19 to \$25 per Diana
Comment · Like · March 7, 2019 at 8:16 AM

Lisa Baxter
ZENDESK: 14438, appealing. ...see activity @Pierce County
Comment · Like · Edited February 20, 2019 at 1:58 PM

Pierce County
Thank you Lisa, hoping to get to appeals soon—still cleaning up emails and phone calls from being out of the office. 😊
Diana
Like · February 20, 2019 at 2:08 PM

Lisa Baxter
I know, I know! No rush...so many calls!
Like · February 20, 2019 at 2:28 PM

Pierce County
😊 All of you are awesome! I so appreciate your help and support, especially right now with all the start up!
Like · February 20, 2019 at 2:45 PM

Write a comment...

Darlene White
Mary is sending in an appeal. Her keypad wasn't working. She would like to do alarm school to try to get the fee waived.
Comment · Like · February 20, 2019 at 12:49 PM



Alarm Company Management

One of the critical components of a successful alarm program is an efficient interface with growing multitude of service providers in the market. We have built strong relationships with the major regional and local alarm companies in addition to the larger national alarm companies. APS works closely with all alarm companies, outsourced monitoring platforms, and the emerging DIY offerings to maintain timely and accurate customer rosters. All alarm company roster files are imported, and an Alarm Company Roster Batch record is created with the date of import and all of the relevant details that were updated with each matched record. All non-matched addresses get permits and invoices created on import for outreach via email or mail.

In addition to proactively maintaining alarm user lists, APS offers an Alarm Company Self-Service Portal. Using a simple interface, alarm providers can access, view and manage their customer rosters online.

MANAGER PORTAL

Roster Search

Pierce County Sheriff 📍 | REBECCA MOFFETT 👤

RESIDENTIAL PERMITS
1468

[Manage Residential](#)

COMMERCIAL PERMITS
57

[Manage Commercial](#)

GOVERNMENT PERMITS
0

[Manage Government](#)

SENIOR PERMITS
231

[Manage Senior](#)

Open Invoices

Number	Status	Total	Paid	Due
No Available Invoices				

Closed Invoices

Number	Status	Total	Paid	Due
AC-INV-19-006937	Paid	\$100.00	\$100.00	2019-07-07
AC-INV-20-007098	Paid	\$100.00	\$100.00	2020-06-11

\$ Invoice Overview

	Amount
Total	\$2,980.00
Paid	\$2,980.00
Due	\$0.00

Company Information

SIMPLISAFE HOME SECURITY SYSTEMS

📞 617 208-4020
✉️ ala@simplisafe.com
🌐 www.simplisafe.com/

Manager Portal Log In

Email Address

Password

Remember me

[Forgot your password?](#)

Alarm Rosters

All Types

Type	Number	Contact	Address	Expiration	Status
🏠	18-227865	STEVE WALSH steven.walsh@yahoo.com (206) 295-9085	16814 ERICKSON RD SW LONGBRANCH, WA 98351	2021-11-30	Permitted <input type="button" value="⚙️"/>
🏢	18-237684	LICENSING PERMITS aaatruckrepair@gmail.com	312 140TH STREET S PARKLAND, WA 98444	2022-01-01	Permitted <input type="button" value="⚙️"/>
🏠	18-232454	RICHARD DAY rjdassoc@centurytel.net (253) 279-4905	17527 SOUTH VAUGHN ROAD NW VAUGHN, WA 98394	2021-08-29	Unpermitted <input type="button" value="⚙️"/>
🏠	18-274181	JAIME ZUNIGA jzuniga5@me.com 253-973-9641	16 MADRONA DRIVE NW GIG HARBOR, WA 98335	2021-09-06	Permitted <input type="button" value="⚙️"/>



Security Procedures

APS has implemented a firm-wide protocol to meet the guidelines of CJIS security standards. Though an alarm program administrator cannot achieve an official CJIS Certification, given its mandate it can through its internal processes ensure that is “CJIS Ready”. This establishes rigid administrative and technical safeguards used to access, collect, distribute, process, protect, store, use, send, dispose of, or otherwise handle all operational data.

Personnel Security. Staff background screening.

Security Awareness Training. All employees receive training in CJIS compliance standards.

Data Encryption. The APS platform is built on Salesforce. Rigid encryption standards extend throughout the platform to the process of data transmission.

System Login Procedure.

- Two factor login identification.
- Automatic lockout after 3 unsuccessful login attempts.
- Event logging and auditing of all activities, including password changes.
- Access restriction based on user profiles such as IP address, network, time of day, etc.

Configuration Management. Changes and updates to the information system platform, architecture, hardware, software, and procedures are documented and securely stored.

Physical Media Protection. All printed materials related to operations are securely stored or destroyed.

Consultation. APS has committed to be scoped/audited by a qualified third party consulting firm on a regularly scheduled basis to ensure it maintains standards on an ongoing basis.



Collection Procedures

APS partner agencies realize some of the strongest accounts receivable metrics in the industry today. Agencies typically see collections rates of 85-95%.

We adhere to the best collection processes in the industry, based on the following core principles:

- Have a Defined Credit Collection Policy
- Invoice Promptly and Send Statements Regularly
- Use "Address Service Requested"
- Aging Sheet and Balance Dictate Process
- Well-Trained Staff
- Accurate Record Keeping

Collection Process Steps:

1. Invoice – Accurate and Timely
2. Call
 - Confirm receipt of invoice
 - Confirm payment time frame
 - Confirm point of contact
3. Voice Mail / Email Follow-Up
4. Collection Letter – Once accounts move 30 days past due, they appear on the collections report in “open status” and a letter is generated
5. Demand Call
 - Payment plan option
6. Voice Mail / Email Follow-Up

All Past Due Accounts Flow Through the Following Stages:



If needed, APS can work with 3rd party collection agencies and provide such an agency with a login to the Deer Park collections report.



Return Mail Handling

The APS application integrates with Google Maps and provides an address verification component. We have some of the lowest return mail averages in the industry. All returned mail is handled by APS and all alarm location or billing location addresses are verified and/or updated dynamically via Google Maps or an agency supplied street table of valid addresses.





Technology Infrastructure

System Requirements

There are no system or network requirements for the APS solution. An internet connection from any device running a web browser is sufficient.

Interface & Data Integration

APS is built on the Salesforce.com platform which is the most robust, flexible and open cloud platform in the market today. There are hundreds of 3rd party integration tools and components to leverage; APS can support native level API integrations with all of the major software platforms and applications in the market today. Additionally, APS can support a variety of file level and SQL based integrations with drag and drop field mapping capabilities. We have seamlessly integrated with a variety of CAD and financial applications with our current customer set. CAD integration has been supported with a bi-directional interface, such that data elements like permit status and permit number can be placed back into the CAD system for dispatch.

Access Security

Salesforce.com provides an extremely powerful and flexible security architecture. This architecture lets users define how users log in, determining (for example) which IP ranges are acceptable, what hours of the day are allowed, how long sessions stay active for and so on. It also enables programmatic control, for example, which users may log in through a Web services API, and which endpoints a running application can connect to from the Force.com platform. The platform security architecture also lets users define administrative security permissions, and the security profiles let you determine who has access to which features and components - ranging from the set-up menu all the way through to read/write settings on an object or field. User logins are protected as follows:

- Limit to the number of unsuccessful login attempts
- Event logging of all activities, including login activities and password changes
- Automatic session locks after 30 minutes of inactivity

The record-sharing model enables an even finer level of security of Deer Park's data, not only determining who has access to which records based on a user, role or group model, but also how these data records are shared among various users.

Superior System Integrity and Security on the Salesforce Cloud

- Salesforce performs real-time replication to disk at each data center, and near real-time data replication between the production data center and the disaster recovery center.
- All networking components, SSL accelerators, load balancers, web servers, and application servers are configured redundantly.
- All customer data is stored on a primary database server that is clustered with back-up database server for uninterrupted access.

- All customer data is stored on disk that is mirrored across multiple storage cabinets and controllers.
- All Customer data, up to the last committed transaction, is automatically backed up to a primary tape library on a nightly basis.
- Back-up tapes are immediately cloned on a second library to verify their integrity; and the clones are moved to secure, fire resistant off-site storage on a regular basis.

These APS collocated facilities provide carrier-level support, including:

Access control and physical security

- 24-hour manned security, including foot patrols and perimeter inspections
- Biometric scanning for access
- Dedicated concrete-walled Data Center rooms
- Computing equipment in access-controlled steel cages
- Video surveillance throughout facility and perimeter
- Building engineered for local seismic, storm, and flood risks
- Tracking of asset removal

Environmental controls

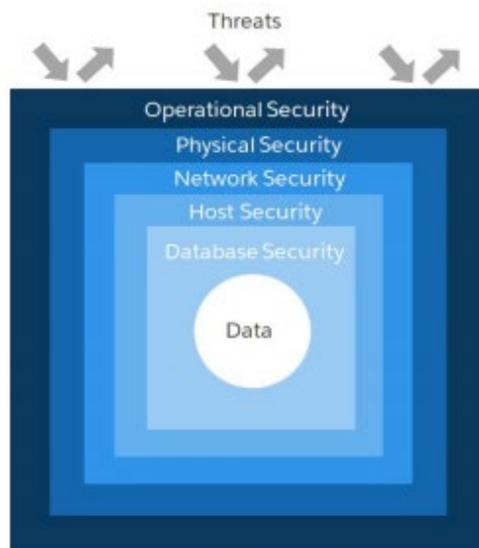
- Humidity and temperature control
- Redundant (N+1) cooling system

Power

- Underground utility power feed
- Redundant (N+1) CPS/UPS systems
- Redundant power distribution units (PDUs)
- Redundant (N+1) diesel generators with on-site diesel fuel storage

Network

- Concrete vaults for fiber entry
- Redundant internal networks
- Network neutral; connects to all major carriers and located near major
- Internet hubs
- High bandwidth capacity fire detection and suppression
- VESDA (very early smoke detection apparatus) Dual-alarmed, dual-interlock, multi-zone, pre-action dry pipe water-based fire suppression





CASE STUDIES

Case Study 3 – Escondido, CA

APS successfully completed a migration of Escondido, CA from their home-grown platform at the end of 2016. Working in collaboration with the Police and Information Technology Departments, APS successful helped Escondido implement a revised ordinance to meaningfully increase registered alarm owners and educate them on program objectives - translating to a reduction in false alarms by 20%.

Migration from home-grown database

Implementation time in **4 weeks**

Sent out intro notification letters to
5,700 alarm users

Increased revenue from \$19,000.00 to
\$275,000.00
in the first 12 months of operation

Increased revenue from \$19,000.00 to
\$275,000.00
in the first 12 months of operation

**Contacted and worked
with Alarm Companies**
to receive customer rosters

**Cleaned
database**

of non-valid
addresses

Went live with
existing CAD

export file

Provided dynamic,
**real-time
reports** for review

87%
collection rate.

**False alarm
counts
holding**

steady during annual
alarm ownership
increases of 10%

Provided a
collaboration platform
to work in concert with Escondido Alarm
Administration Staff

Imported and managed
**2,200
permits, invoices,
payments**
and account history

Imported and cleaned
100+
alarm company records

Reassigned existing
\$40,000.00 PD resource
to more productive assignments.

Roberta Akans

Community Service Officer
Escondido Police Department
rakans@escondido.org



Case Study – Pierce County, WA

APS successfully completed a migration of Pierce County, WA from the PM AM platform at the end of 2018. Working in collaboration with Program Coordinator, Dianna Mcinnely, APS was able to transition the alarm program in a one month window. Through its differentiated effort, APS meaningfully increased all relevant program metrics within its first year of partnership.

Migration from PM AM database

Implementation time in

4 weeks

during the Christmas Holiday season

Refunded alarm users

not covered by County

Imported and managed

15,000

permits, invoices, payments
and account history

Cleaned database
of non-valid
addresses

Provided dynamic,

real-time reports

for review

**Increased permit
count by 5,000**

in the first 8 weeks of operation

Provided a

collaboration platform

to work in concert with Pierce County Alarm Administrator

Sent out intro notification letters to

15,000 alarm users

Went live with
existing CAD
export file

Processed payments for

\$378,923.00

in the first six months of operation

Imported and cleaned

100+

alarm company records

Program revenues tracking **+36% y/o/y**.

Sue Stewart

Alarm program Coordinator
Pierce County Sherriff's Department
sue.stewart@piercecountywa.gov



Case Study – Colorado Springs, CO

CSPD alarm program went live with the APS application in November of 2019. Working in collaboration with the Police and Information Technology Departments, APS successfully migrated the Colorado Springs PD from a home-grown application to the APS platform.

Migration from home-grown database

Implementation time in **8 weeks**

Alarm ordinance modification broadcasts to
34,000 alarm users & 265 Alarm Companies

Cleaned database

of non-valid addresses

Went live with **existing CAD**

export file

Automated Bi-monthly Alarm Company invoicing,

emailed statements for all outstanding alarm user fees

Imported and cleaned
265+
alarm company records

Provided dynamic, **real-time reports** for review

Improved collection rates

CSPD manages the entire program
\$937,106.00
with 1 FTE

CSPD & APS provide

A hybrid customer service team, Tier I, Tier II support with live phone transfers

Provided a **collaboration platform**

APS staff works in concert with CSPD Alarm Administration Staff as back-office support team

APS provides a software solution and complete 100% back-office program support to CSPD

APS back-office tasks and support includes:

- ✓ Alarm Company Management
- ✓ Alarm Company email broadcasts
- ✓ Alarm User email broadcasts
- ✓ PDF creation and emailing of all invoices and statements to Alarm Users & Alarm Companies
- ✓ Importing and matching false alarms
- ✓ Month end financial reconciliation support
- ✓ Tier II customer support – email, chat, live phone transfer, phone payments, ACH payments, CC payments, appeals
- ✓ Alarm ordinance consulting, recommendations and education
- ✓ Online Alarm School
- ✓ Updating APS application with any fee updates or ordinance modifications
- ✓ Shared access and visibility into Lockbox & Credit card processing accounts



REFERENCES

References

Palo Alto Police Department, CA 7/24-Present

Heather Johnson, Code Enforcement

(650) 329-2130 / heatherjohnson@cityofpaloalto.org

Population: 65,000

Migrated from CryWolf

Current Outsourced Administrator

City of West Linn, OR 6/22-Present

Joella Sorensen, Police Records Specialist

(503) 742-6103 / jsorensen@westlinnoregon.gov

Population: 27,000

Migrated from PM AM

Current Outsourced Administrator

City of Corona, CA 7/23-Present

Julie Kennicutt, Budget Manager

(951) 739-4968 / Julie.Kennicutt@coronaca.gov

Population: 160,000

Migrated from In House Solution

Fee: Fixed Percentage of Revenues

Current Outsourced Administrator

Queen Creek Police Department, AZ 9/23-Present

Luz Fierro, Police Support Specialist Supervisor

(580) 358-3535 / luz.fierro@queencreekaz.gov

Population: 72,000

Migrated from in house solution

Current Outsourced Administrator

Clackamas County Sheriff's Office, OR 7/23-Present

Amanda Castro, Criminal Records

(503) 785-5090 / acastro@clackamas.us

Population: 205,000

Migrated from CryWolf

Current Outsourced Administrator

References

Boulder Police Department, CO 1/20-Present

Therese Hill'leary, Dispatch Supervisor
(303) 441-4828 / hillearyt@bouldercolorado.gov
Population: 109,000
Selected in RFP
Migrated from CryWolf
Current Outsourced Administrator

Los Altos Police Department, CA 4/24-Present

Sergeant Brian Jeffrey
(650) 947-2770 / bjeffrey@losaltosca.gov
Population: 30,000
Migrated from CryWolf
Current Outsourced Administrator

City of Vista, CA 2/23-Present

Estella Muro, Code Enforcement
(760) 639-6141 / emuro@vista.gov
Population: 98,000
Migrated alarm program from Municipal.io
***Program includes both intrusion and fire alarms**
Current Outsourced Administrator

Glendale Police Department, CA 10/21-Present

Alison Finch, Public Safety Business Administrator
(818) 937-8851 / afinch@glendaleca.gov
Population: 190,000
Selected in RFP
Migrated from PM AM
Current Outsourced Administrator



COST PROPOSAL

Cost Proposal – Revenue Share

Deer Park	APS	Notes
78%	22%	Revenue Share

The proposed Revenue Split will be based on total permit fees, renewal fees, false alarm fees, and any late or reinstatement fees billed & collected by APS from alarm users or alarm companies.

All postage expense (first class postage and materials), banking fees, and credit card processing fees incurred in administering the program will be paid by the gross revenues of the program prior to the revenue share being calculated. These cost items will be itemized on each monthly reconciliation statement.

****Deer Park can elect to pass credit card transactions fee to alarm owners at the point of purchase for online payments. The 'Convenience Fee' can be automatically calculated and displayed at our vendor's cost (Stripe – 2.9% + \$.30 per transaction).**

There are no additional fees - including start up, implementation, data conversion, administration, technical support, and training.

The APS platform is 100% cloud-based and will enable city administrators to log in and view all relevant program data in real time. It requires no introduction of software to the city's technology infrastructure.

Payment System

APS will reconcile, on the first day of each month, the previous month's deposits. Based on each monthly reconciliation, APS will invoice Deer Park showing all revenues collected and invoices paid. Once the invoice is approved, an ACH request will be made, and the City's portion of the revenue shall be deposited to the City's designated bank within 7 days of city's approval of the invoice.

APS Partners



Agency	Department	Type	Description	Population
San Francisco, CA	Finance	Software License		850,000
Pierce County, WA	Sheriff	Outsourced	PM AM Replacement	605,000
Albuquerque, NM	Finance	Software License	CryWolf Replacement	560,000
Colorado Springs, CO	PD	Hybrid		491,000
Clackamas County, OR	Sheriff	Outsourced	CryWolf Replacement	205,000
Glendale, CA	PD	Outsourced	PM AM Replacement	200,000
Corona, CA	PD	Outsourced		160,000
Escondido, CA	PD/Fire	Outsourced		151,613
Rockford, IL	PD/Fire	Outsourced	PM AM Replacement	147,000
Torrance, CA	PD	Outsourced		144,500
Fullerton, CA	PD	Outsourced		140,000
Concord, CA	PD	Outsourced		129,000
Carlsbad, CA	Finance	Outsourced		114,411
Boulder, CO	PD	Outsourced	CryWolf Replacement	107,125
Fort Myers, FL	PD	Outsourced	PM AM Replacement	97,000
Hawthorne, CA	PD	Outsourced	AlarmTrak Replacement	87,495
San Ramon, CA	PD	Outsourced		75,500
Walnut Creek, CA	PD	Outsourced		69,200
Greenville, SC	PD/Fire	Outsourced	CryWolf Replacement	67,737
Montebello, CA	PD	Outsourced		63,192
National City, CA	PD	Outsourced		61,121
Gardena, CA	PD	Outsourced	AlarmTrak Replacement	60,048
San Rafael, CA	PD	Outsourced		59,070
Sarasota, FL	PD	Outsourced	CryWolf Replacement	57,021
Novato, CA	PD	Outsourced		55,642
Cathedral City, CA	PD	Outsourced		54,056
Placentia, CA	PD	Outsourced	PM AM Replacement	52,157
Cypress, CA	PD	Outsourced		49,000
Covina, CA	PD	Outsourced	PM AM Replacement	48,000
Palm Springs, CA	PD	Outsourced		47,689
San Luis Obispo, CA	PD	Outsourced	PM AM Replacement	47,402
Morgan Hill, CA	PD/Fire	Outsourced	Phoenix Group Replacement	45,037
Danville, CA	PD	Outsourced		44,631
Culver City, CA	PD	Outsourced		39,364
Oregon City, OR	PD	Outsourced	PMAM Replacement	37,500
Manhattan Beach, CA	PD	Outsourced		35,500
Pleasant Hill, CA	PD	Outsourced	CryWolf Replacement	34,987
Summit County, CO	Sheriff/911	Outsourced	CryWolf Replacement	31,000
West Linn, OR	PD	Outsourced	PM AM Replacement	27,600