



January 11, 2008

City Clerk
Attn: Common Council
City Hall, Room 205
200 East Wells St.
Milwaukee, WI 53202

CITY OF MILWAUKEE
08 JAN 10 AM 8:54
RONALD O. LEONARDI
CITY CLERK

RE: Addendum to the report on the corrective actions of HSM Electronic Protection Services in the matter of the Private Alarm System Business License renewal.
File: 071015

To the Common Council,

HSM Electronic Protection Services, as a leader in the commercial security industry, is dedicated to abiding with the laws and ordinances established in the City of Milwaukee and all other municipalities in which it conducts business. It's the intent of this organization to continually improve its procedures and processes to reduce false alarm activity and the burden such activity may place on the respective law enforcement agencies.

In the matter before the Common Council, HSM submits this report as an addendum to the report presented to the Public Safety Committee on December 21, 2007, in which HSM detailed the actions being taken to eliminate non-verified response calls to the Milwaukee Police Department. HSM will be taking immediate action on the items listed to ensure that its customers are fully aware of the City of Milwaukee ordinance pertaining to Verified Response and details the policy providing remuneration for customers who fail to receive First Responder service as required.

1. The attached letter, dated January 14, 2008, is in the process of being sent to all HSM customers in the City of Milwaukee to reinforce and support the Verified Response ordinance as it relates to the requirement to provide First Responder service for all burglar alarms received. The letter supports the requirements of the Verified Response ordinance, details the actions taken by HSM to provide First Responder service and the process through which appropriate notification to the MPD will be provided should an actual event be identified. Additionally, the letter provides customers a method to contact the Milwaukee District Office for additional information on the ordinance and the compliance procedures used by HSM.
2. The attached "Verified Response Acknowledgement Form" has been incorporated into the sales process for new customers who reside in the City of Milwaukee. The form will ensure that all new customers are aware of the ordinance and acknowledge the processes used by HSM to provide First Responder service. The form will be required to be

submitted with all new sales and will accompany the paperwork submitted to the HSM Data Entry Department during the account creation process. This process will provide:

- a. A reminder to Data Entry Personnel to insert the appropriate Milwaukee Burglary Action Plan into the account response procedures.
 - b. Records of the customer's acknowledgement that become a permanent part of the customer file for the duration of the relationship.
3. The attached "HSM Non-Verified Response Remuneration Policy" has been issued to provide a method of financial reimbursement should HSM err in the process of providing First Responder service. The policy outlines the process through which HSM will review all non-verified alarm reports received to determine if an error has occurred that resulted in a failure to provide services as required. Additionally, the policy details the entitlement of the customer to receive remuneration and the process through which the customer shall be credited the appropriate service fee.

Financial reimbursement, as defined in the attached "HSM Non-Verified Response Remuneration Policy", will be applied retroactively to all non-verified response incidences, for which HSM has a record of an attempted non-verified dispatch attempt, and to all future occurrences as outlined in the policy. HSM operates with the highest level of integrity and concurs with the Common Council that its customers are entitled to financial reimbursement for errors in dispatch.

HSM Electronic Protection Services, Inc., through its heritage, has been a valued service provider in the City of Milwaukee for decades, providing the highest level of customer service and continually striving to increase the effectiveness of its processes. The organization supports the efforts of the Public Safety Committee and the Common Council to enhance the efficiencies of the industry in the city and has taken the appropriate action steps to improve its processes. HSM acknowledges the errors that have occurred and will endeavor to be a provider that will be a model for others to follow.

Respectfully,



Mark D. Weidemann, District General Manager
HSM Electronic Protection Services, Inc.



January 14, 2008

Customer Name
Address
Milwaukee, WI 53209

Dear Customer,

This letter is being sent as notification that the Milwaukee Police Department will continue to require Verified Response to all activated intrusion alarms in the City of Milwaukee in the year 2008. The ordinance, adopted September 19th of 2004, requires all intrusion alarms signals received by HSM's Protection Net Center to be visually verified by a First Responder prior to contacting the Police Department. The intent of the ordinance is to enhance the abilities and efficiencies of the Milwaukee Police Department in responding to verified alarm events, by confirming in advance that an actual intrusion or attempted intrusion has occurred prior to dispatching the Police.

HSM currently maintains a contract with Securitas Security Services U.S.A. to act as the First Responder to all intrusion alarm activations from your location. On receipt of an intrusion alarm, HSM will dispatch Securitas to your location for a visual assessment of the event. If the first responder identifies that an intrusion or attempted intrusion has occurred, they will contact the Milwaukee Police Department and provide the verification report as required. At that time, MPD will respond according to the procedures of the department.

HSM is dedicated to providing the highest level of customer service to all of our customers and works diligently to adhere to the laws and ordinances established in the communities in which we provide service. In addition, HSM endeavors to ensure that each customer is appropriately informed of any changes that may affect how we monitor or respond to your account.

If you are unaware of the provisions of this ordinance or would like more information on the procedures used by HSM to meet the requirements of the ordinance, I encourage you to contact me at (262) 521-3900. HSM is committed to exceeding the expectations of our customers and ensuring they're aware of the actions taken in response to their needs.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark D. Weidemann". The signature is fluid and cursive, with a long horizontal stroke at the end.

Mark D. Weidemann, District General Manager
HSM Electronic Protection Services, Inc.



A STANLEY WORKS COMPANY

Notification of Verified Response Acknowledgement Form

This letter serves to inform you that the Milwaukee Police Department has adopted Verified Alarm Response in the City of Milwaukee. The ordinance, adopted September 19th of 2004, requires all intrusion alarms signals received by HSM's Protection Net Center to be visually verified by a First Responder prior to contacting the Police Department. The intent of the ordinance is to enhance the abilities and efficiencies of the Milwaukee Police Department in responding to verified alarm events, by confirming in advance that an actual intrusion or attempted intrusion has occurred prior to dispatching the Police.

HSM currently maintains a contract with Securitas Security Services U.S.A. to act as the First Responder to all intrusion alarm activations from your location. On receipt of an intrusion alarm, HSM will dispatch Securitas to your location for a visual assessment of the event. If the first responder identifies that an intrusion or attempted intrusion has occurred, they will contact the Milwaukee Police Department and provide the verification report as required. At that time, MPD will respond according to the procedures of the department.

Please review the options below and choose the one that's best for you. If none is checked, you will be charged for As Needed Response.

- Please add **Verified Alarm Response** to my account for an additional charge of \$10.00 per month. This provides three (3) First Responder services per year at no additional cost. First Responder service required, in excess of the three included, will be charged at the prevailing rate of \$69.00 per response.
- Please add **As Needed Response** to my account. First Responder service will be provided at the prevailing rate of \$69.00 per response.

Customer Information

Customer: _____

Address: _____

City: _____ State: _____ Zip: _____

Signature: _____

Title: _____

Date: _____



HSM Non-Verified Response Remuneration Policy

The following policy outlines the customer remuneration process as it relates to non-verified attempted dispatch calls to the Milwaukee Police Department. Please read the following policy thoroughly and ensure compliance with all future occurrences. **This policy pertains only to the customer accounts in the City of Milwaukee, Wisconsin.**

- 1. The City of Milwaukee Public Safety Ordinance 105-75, relating to Private Alarm Systems and Regulations, paragraph 14, subsection f, states that HSM shall “provide a first responder service that shall verify, in the case of an activated burglary alarm, that an attempted or actual crime has occurred at the alarm site before the alarm signal is transmitted to the police department”. Note: The Protection Net Center has created specific action plans, both residential and commercial, that meet the requirements of first responder verification for the City of Milwaukee. These action plans are: MILW000001 – Milwaukee Burglary Commercial and MILW000002 – Milwaukee Burglary Residential.**
- 2. In the event that a non-verified response call is placed to the Milwaukee Police Department and no immediate corrective actions are taken to provide first responder service, the customer is entitled to remuneration in an amount equal to the customer’s monthly service fee or the current standard monitoring service rate, whichever is less.**
- 3. In the event that a non-verified response notification is received by HSM, the following actions shall be taken to verify if the customer is entitled to remuneration:**
 - a. The Milwaukee District General Manager or Operations Manager shall contact the Quality Assurance Manager at the Protection Net Center to review and document the event.**
 - b. Quality Assurance shall issue a Quality Concern Report that includes:**
 - i. The reason or cause for the non-verified dispatch (eg. operator error or incorrect action plan).**
 - ii. Corrective actions taken by the Monitoring Specialist to dispatch the appropriate First Responder Service.**
 - iii. A scanned log of the event for management review.**
 - c. The DGM shall review the event to determine if the customer failed to receive service in accordance with the customer action plan or the City of Milwaukee ordinance.**

- 4. If it is determined that the customer is entitled to remuneration, the DGM shall direct the District Collections Specialist to issue a credit to the customer account as outlined in paragraph 2.**

Policy Owner and Author:

**Mark D. Weidemann
District General Manager
HSM Electronic Protection Services, Inc.**

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