

**pinnacle**

Corporate Office
1290 Sandhill Road
Orem, UT 84058-7306
Phone: 801.437.1020
Fax: 801.437.1030

FAX COVER SHEET

ATTENTION: City Clerk

COMPANY: _____

FAX: 414-286-3456

PHONE: _____

TOTAL PAGES (including cover sheet): _____

SENT BY: Rich Goates

NOTES: _____

Memorandum

To: All Members of the Milwaukee Common Council

From: Pinnacle Security

Date: January 4, 2010

**Re: Corrective Action Plan for the Benefit of Milwaukee Consumers
And the City of Milwaukee**

Overview

Pinnacle Security appreciates the Council's willingness to allow Pinnacle to offer its ideas for responding to the significant and legitimate concerns over the provision of alarm services to Milwaukee residents. Pinnacle greatly values its working relationships with its over 2,000 customers and with the City of Milwaukee. Pinnacle wants to improve those relationships so that all affected parties can move forward with a renewed appreciation for the peace of mind that effective and efficient alarm services can provide. Pinnacle agrees that a Task Force can quickly identify practical ways to address the current concerns. The following are some of Pinnacle's ideas about and commitments toward a mutually satisfactory improvement plan.

Issues and Potential Solutions

1. The City and Police Department are concerned about calls for police response in situations where the need for police response has not been verified. Such occurrences create issues both for the police and for customers. Most importantly, Pinnacle has identified the issue at the monitoring company, which was calling for police response without first verifying the need. Since that issue was identified at the monitoring company in September, Pinnacle customers have had no further problems.

2. For those instances when verification was not being done by the alarm companies, it is appropriate for Pinnacle to provide compensation for those errors. Accordingly, Pinnacle will promptly pay to the City 50% of all outstanding fines for

unverified calls, at a rate of \$50 per call. In addition, Pinnacle will offer a 3 month refund or credit to any of the approximately 50 customers who were the subject of these fines.

3. As noted above, Pinnacle understands that alarms must not result in police response without there first being verification that the call is legitimate. So that there is no misunderstanding by anyone, and especially its customers, Pinnacle will advise all customers that "panic alarms" (*ie.*, alarms that would result in the police being called without independent verification that it's a real alarm) are not allowed in Milwaukee.

4. Pinnacle understands that service of process for any future unverified alarm citations is expensive and cumbersome for the City. While working to maintain its current track record of having no such alarms, if and when they occur Pinnacle will stipulate to accept service via email or fax so as to simplify and expedite matters for the City.

5. Pinnacle agrees with the City that a Task Force created by the Common Council would be an excellent way to fine-tune the above points, and to identify and address any additional concerns. Pinnacle would like to be actively involved in such an effort so as to further reinforce its very important relationships with Milwaukee and its over 2,000 Milwaukee customers.

Respectfully submitted this 4TH day of January, 2010

Pinnacle Security

By: 

Title: General Counsel