



December 21, 2007

City Clerk  
Attn: Public Safety Committee  
City Hall, Room 205  
200 East Wells St.  
Milwaukee, WI 53202

RE: 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 Public Safety Committee,

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 Public Safety Committee, HSM has inadvertently erred on several occasions to meet the expectations of the ordinance as it pertains to advanced verification of alarm signals prior to dispatch. HSM has appropriately, and in a timely fashion, paid all fines associated with the citations issued for its actions and accepted responsibility for its errors. The organization has endeavored to correct the errors of our employees in the management of the Milwaukee Verified Response accounts, and submit the following as action items that will further reduce the opportunity for error:

1. The HSM Protection Net Center has conducted a review of all monitoring response plans for accounts governed by the Verified Response Ordinance and within the jurisdiction of the Milwaukee Police Department.
  - a. All response plans have been reviewed for consistency (language, chronology, and clarity) and compliance to the Verified Response Ordinance.
  - b. Accounts that were not in compliance have been modified to meet the standards of the ordinance.
  - c. Accounts have been updated with a "Standard Milwaukee Action Plan" that can be globally verified and updated for compliance.
2. The HSM Protection Net Center, in coordination with HSM's IT Department, have established an automated exception report, which will be produced monthly, to identify any accounts governed by the Verified Response Ordinance that are not in

compliance with the standards. The Data Entry Department will review the report on a monthly basis for compliance and take corrective actions on any accounts found to be non-compliant.

3. The accounts governed by the Verified Response Ordinance in the City of Milwaukee have been redirected to a specialized group of Senior Monitoring Specialists within the Protection Net Center for increased efficiency in alarm dispatching. The Senior Monitoring Team is made up of the specialists with the highest average seniority, the lowest average error rate, and those who are trained to respond efficiently to variations within the defined action plans.
  - a. The Senior Monitoring Specialists have received dedicated training on the requirements of the Milwaukee Verified Response ordinance.
  - b. The recurring training schedule for the Senior Monitoring team includes reinforcement of the requirements of Verified Response.
  - c. The dedication of Verified Response accounts to a specialized team will assist in the specialist's ability to accurately meet the requirements of the ordinance.
  - d. Monitoring of the accounts by a smaller, specialized team will allow for more accurate trending of activities and events to further reduce errors.

To address the concerns of the members of the Public Safety Committee and the Common Council regarding the importance of fully and accurately informing all HSM customers of the Verified Response Ordinance in the City of Milwaukee, the following is submitted:

1. HSM Electronic Protection Services did provide mailings to all customers in the City of Milwaukee informing them of the change in the ordinance and response procedure. The letters were dated September 14<sup>th</sup>, 2004, and provided options to the customer for selecting their choice of response options. (See attached letter dated September 14, 2007.)
2. A subsequent letter was sent to each customer informing them that the ordinance had been revised and that HSM would be required, by the ordinance, to provide a First Responder to verify the alarm event prior to requesting the Police Department. (See attached letter dated May 16, 2005.)
3. To further ensure that HSM's customers are aware of the Verified Response Ordinance and the requirements for First Responder service, attached is a draft of a letter that will be sent to all customers in January of 2008. This letter includes an avenue for the customer to contact the local office in the event the customer needs further clarification or explanation of the Milwaukee Police Department requirements to insure that any customers who may not have been fully aware of the verification procedures mandated by the ordinance now have complete and accurate information. (See attached letter date January 1, 2008.)

4. To proactively ensure that all new customers are aware of the Verified Response Ordinance, HSM has prepared a "Verified Response Acknowledgment Form," a draft of which is attached, that will be provided to each new customer prior to the execution of the contract. HSM will retain a signed copy of the document in the customer's file as proof of notice. (See attached Verified Response Acknowledgment Form.)

HSM has contacted Officer Ann McCarthy from the Milwaukee Police Department to verify that all citations issued have been paid. Additionally, a meeting has been arranged between the local HSM Management Team, Officer McCarthy, and her supervisor for the 27<sup>th</sup> of December, 2007 to discuss the processes and procedures HSM has adopted to further reduce inadvertent dispatch calls to the Milwaukee Police Department. It is the intent of this organization to work closely with the Alarm Response Division to further refine the action items adopted by HSM to enhance the response to alarm events and verification process as defined in the ordinance.

Respectfully,



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

Automation & Control Solutions  
Honeywell  
525 North 6th Street  
Milwaukee, WI 53203

September 14, 2004

[REDACTED]  
[REDACTED]  
Milwaukee, WI 53207

Dear Honeywell Security Monitoring Customer:

The City of Milwaukee Police Department recently announced that effective September 19, 2004 they will no longer respond to burglar alarm activations without visual verification by an alarm company or the system user.

I want to take this opportunity to advise you on how Honeywell Security Monitoring is responding to your needs. We are teaming with Securitas Security Services U.S.A, Inc., an industry leader in verified alarm response, to provide this service.

Each year Honeywell Security Monitoring strives to ensure that we provide the best in security at the most efficient cost. We believe we have established the most cost efficient options for all of our customer's needs.

Please take a few minutes and review the options listed on page 2. Choose the option that best fits your need and return to me. Failure to respond will result in Honeywell Security Monitoring contacting your emergency call list only upon alarm activation.

If you have questions or concerns, you may reach me at 414-615-6350.

Sincerely,



Michael Dickmann  
WI Operation Leader

Dear Honeywell Security Monitoring Customer:

Please check one box, sign below, and return this letter in the envelope provided.

- Please add Verified Alarm Response to my Honeywell account for an additional monthly charge of \$10.00. This will provide you 3 alarm responses per year. If in the event police are needed, they will be contacted by Securitas Security Services U.S.A, Inc. to respond. Additional guard response will be charged at the prevailing rate of \$68.00 per response.
- Please set up my account for As Needed Response. I understand that Honeywell Security Monitoring will be dispatching Securitas Security Services U.S.A, Inc. for alarm response. The customer will be billed \$68.00 per alarm. In the event the police are needed, they will be contacted by Securitas Security Services U.S.A, Inc. to respond.
- Please contact my emergency contact list upon alarm activation. No dispatching of Securitas Security Services U.S.A, Inc. or the Police will occur.

\_\_\_\_\_  
Customer Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
\_\_\_\_\_  
Milwaukee, WI 53207  
\_\_\_\_\_

\_\_\_\_\_



May 16, 2005

[REDACTED]  
[REDACTED]  
Milwaukee, WI 53209

Dear HSM Electronic Protection Services Customer:

The City of Milwaukee Police Department recently announced a revision to the ordinance change of September 19, 2004 in which the Milwaukee Police Department will no longer respond to burglar alarm activations without visual verification by an alarm company or the system user. This revision now requires HSM to provide "First Responder" service for all burglar alarm activations.

As a result of this revision, the options for alarm verification have changed. HSM can no longer have either you, or an authorized individual acting on your behalf, respond to an alarm event for purposes of verification. HSM agrees with the Common Council and the Milwaukee Police Department that this practice is unsafe.

HSM will continue to team with Securitas Security Services U.S.A., Inc., an industry leader in verified alarm response, to provide the required First Responder service. Securitas will be the primary responding agency for any alarm activity received from your location.

Please take a few minutes and review the options listed on page 2. Choose the option that best fits your need and return to me. Failure to respond will result in HSM dispatching Securitas and charging appropriately per incident.

If you have questions or concerns, you may reach me at 262-521-3916.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Dickmann".

Michael Dickmann  
WI Operations Leader



Dear Honeywell Security Monitoring Customer:

Please check one box, sign below, and return this letter in the envelope provided.

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- Please add *Verified Alarm Response* to my Honeywell account for an additional monthly charge of \$10.00. This will provide you 3 alarm responses per year. If in the event police are needed, they will be contacted by Securitas Security Services U.S.A., Inc. to respond. Additional guard response will be charged at the prevailing rate of \$69.00 per response.
  
- Please set up my account for *As Needed Response*. I understand that Honeywell Security Monitoring will be dispatching Securitas Security Services U.S.A., Inc. for alarm response. The customer will be billed \$69.00 per alarm. In the event the police are needed, they will be contacted by Securitas Security Services U.S.A. Inc. to respond.

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Customer Signature

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Date

January 1, 2008

[REDACTED]  
[REDACTED]  
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 19<sup>th</sup> of 2004, requires all intrusion alarm 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,

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



## 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 19<sup>th</sup> 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.

**Customer Information:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_