

Firstline Security, Inc.

Milwaukee Presentation and Plan of Action

1/3/2008

1. The Problem: Milwaukee customers were not being informed that police do not respond to initial alarm dispatches and alarm signals were being dispatched to the Police department rather than to a private alarm responder service as mandated by Milwaukee city ordinance 105-75.
  - a. The reason why the Central Monitoring Station was contacting the Milwaukee PD on alarm and panic signals is because the generalized procedures for response and notification were applied to Milwaukee customers. The standard or general notification process occurs as follows after an alarm signal is received at the Central Monitoring Station (CMS): contact premise, contact PD, and notify emergency contacts. The way it should be done for Milwaukee is as follows: Contact premise, contact private responder service, and the PRS will notify the PD after verification of a crime. Only private responder service upon verifying that an actual crime or robbery has occurred can request police dispatch. The CMS should never contact the police.
    - i. As early as June 2006 Firstline knew that private responder service was required for the city of Milwaukee and Firstline contracted with Alarm Responders LLC to provide this service. Firstline also printed in operator training manuals the instructions to list the PT (private responder service) for Milwaukee accounts in data entry procedures.
      1. CMS had their own event code which they didn't change or fix and Firstline didn't audit the accounts properly to notice the problem until after they were occurring.
      2. The rarity of using specialized dispatch procedures facilitated operator error and omission of listing the PT as they had to make manual exceptions for Milwaukee customers and often neglected to do so.
    - ii. When alarm signals were coming in to the CMS, the CMS did not have their own application to notice the problematic coding and sequence of notification and received their direction from the data entry process that Firstline Security provided. As such, even though Firstline contracted with Alarm Responders, LLC to provide that initial dispatch service, many alarm signals were processed the standard way and the CMS was bypassing the private responder service and contacting the PD directly.
    - iii. Firstline was receiving citations and paying them and not fixing the problem at the data entry level. People were aware that improper dispatches were occurring and when those problems were discussed the violation of city law was not understood or portrayed and the citations were paid and treated as many other cities treat them. They were not considered as violations but simply fees for false alarms as is common in other cities.
    - iv. Until the prospect of license renewal was called into question serious efforts had not yet been employed to get to the root of the problem. Once the right people were informed and efforts were in place to figure out what was going

on, Firstline realized that the CMS in many instances were not structuring their event code procedures correctly. In November Firstline began a full scale audit to inform the CMS of the need to correct the event codes. There were 2804 installed accounts to be audited and less had need of being corrected. 1003 of those customers belong to Firstline and could be fixed with Firstline Security doing the corrections. The remaining accounts are under ownership of CMS directly and Firstline does not have access or capability to fix them.

- b. The CMS, not Firstline Security, Inc. is actually contacting the PD
  - i. Due to contractual stipulations with the various CMS services Firstline utilizes, the CMS is supposed to refer to themselves as Firstline Security. The CMS needs to identify them self as dispatching for and in behalf of Firstline Security rather than omitting their own name during the dispatch calls even though the CMS should never contact the PD directly. Firstline is currently working on renegotiating contracts with CMS to mandate this identification process.
  - ii. Firstline recognizes that even though it is the CMS which is dispatching the Police, it is ultimately the responsibility of Firstline Security to ensure that the selected and contracted CMS is compliant with Milwaukee City laws and ordinances.

2. Action taken and to be taken:

a. Confirmation of correct dispatch procedures

- i. Firstline launched a full scale audit of every Milwaukee customer starting in November 2007 to cross check dispatch procedures and to correct it.
- ii. Even though Firstline has corrected the data the CMS also needs to be informed and pushed to correct event coding on their data entry side of the account information for accounts that Firstline no longer owns or has access to.
- iii. Firstline has contacted each CMS which provides monitoring services for Milwaukee customers to make sure that each understands the event coding for Milwaukee and that even though Firstline would provide the first prevention for violating the alarm ordinance that the CMS also needed to be aware to provide a secondary and independent prevention for violation. We are waiting for each and every CMS to respond and acknowledge the problem and comply with Milwaukee ordinance 105-75.
- iv. Even after the big audit in November, the PD was still being dispatched without the PRS and it was noticed that in some instances the secondary path for alarm signals was still defaulting to the general event code sequence at the CMS. In December, Firstline ran another audit to change the secondary path at the CMS and SAI was not responsive and blocked Firstline from accessing the website and therefore some accounts were not corrected and towards mid December, SAI finally acknowledged the need to correct the secondary and reported that the problem was fixed.
- v. Firstline IT department has committed to automating the event code structure for Milwaukee customers to contact Premise, PRS and emergency contacts. Only

after verification by PRS and a request for police dispatch should the CMS contact the police

- vi. Firstline has assigned an individual to run a weekly audit beginning Friday, Jan. 4th 2007 with each CMS for Milwaukee customers to verify that proper event coding is in place to eliminate the problem. Her name is Jill Griggs and her number is 801-478-2490 ext. 2783
  - 1. Firstline will pull a query on a weekly basis which Jill will analyze to make sure every Firstline owned Milwaukee account is using correct dispatch protocol just in case new accounts are added or move ins occur in the area
- vii. Every account that Firstline is responsible for in Milwaukee has been scrubbed and reformatted to comply 100% with Milwaukee ordinance 105-75.
- viii. Former Firstline accounts that are now controlled by CMS are out of the ability for Firstline to correct, but we have been constantly notifying the various CMS to make sure they correct their data to comply with Milwaukee 105-75.
- b. Notifying customers of Milwaukee ordinance 105-75
  - i. A letter will be sent out to all Firstline Security Milwaukee customers
    - 1. An explanation of Private Responder Service as well as online location of 105-75
    - 2. A rebate worth 1 month of free monitoring service (\$44.99) will be given to over 1000 Milwaukee customers (\$45K cost to company)
  - ii. A recommendation to different CMS companies is being drafted suggesting that the CMS companies offer the same rebate to the Milwaukee customers that they have ownership of.
  - iii. New sales training manuals will include a section specific to Milwaukee and other cities requiring PRS on informing customers of response policies of the cities and who will respond.
  - iv. New customer confirmation calls will ask whether customers understand that Private Responder Service, not the police, will be initially dispatched to the premises.
  - v. Written customer survey on contract will ask for confirmation that customer understands PRS policy of the city.
- 3. Existing Problems that still need to be addressed
  - a. Some dispatches are incorrectly attributed to Firstline Security:
    - i. Recent dispatch for 3128 N 42<sup>nd</sup> place belongs to Pinnacle Security, and never has been a Firstline Account. SAI was contacted about this dispatch and they confirmed the account to belong to Pinnacle. Either an operator from SAI incorrectly identified the account as Firstline or the Milwaukee PD incorrectly assumed the account was for Firstline.
    - ii. Recent dispatch for 1701 W Mt. Vernon Avenue is not in Firstline database or SAI database. This account clearly does not belong to Firstline.

- iii. Citations for violations at 2333 N 49<sup>th</sup> street- this account is not in our database or SAI- account does not belong to Firstline.
- b. Firstline will continue to speak to Officer McCarthy on a regular basis to figure out if any Firstline dispatches are happening or if any Firstline dispatches really are the responsibility of other companies. Firstline will assist in finding out which companies are responsible so proper citation can occur.