

Agenda Report

August 16, 2021

TO: Honorable Mayor and City Council

FROM: Fire Department

SUBJECT: AUTHORIZATION TO ENTER INTO A FIVE YEAR CONTRACT WITH CENTRALSQUARE TECHNOLOGIES LLC, DBA: SUPERION LLC TO PROVIDE COST RECOVERY SERVICES FOR FALSE FIRE ALARM BILLING FOR AN AMOUNT NOT TO EXCEED \$125,000

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed actions herein are exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3) (General Rule); and
2. Authorize the City Manager to enter into a contract as the result of a competitive selection process, as specified by Section 4.08.047 of the Pasadena Municipal Code (P.M.C.), with CentralSquare Technologies LLC, DBA: Superion LLC for cost recovery services for false fire alarm billing in an amount not to exceed \$125,000 for five years. Competitive Bidding is not required pursuant to City Charter Section 1002 (F) contracts for professional or unique services.

BACKGROUND:

Every year, the Fire Department responds to approximately 2,600 incidents relating to fire alarms. About 65% of dispatched fire alarm incidents are related to false alarms, unintentional alarm system activation, unintentional heat and smoke detector activations, system malfunctions, and other varieties of false alarms. Additionally, approximately 50% of all false alarm incidents are considered second and subsequent false alarms at the same locations. The Department currently charges \$387 (Fee #60 in the fiscal year (FY) 2022 General Fee Schedule) for False Alarm Responses (Second and subsequent responses within 12-month period). The Department collects an average of \$230,000 annually in false alarm fees, which help to defray costs to taxpayers for false alarm responses.

In FY 2018, the City entered into a contract with CentralSquare Technologies LLC for cost recovery services for false alarm billing through a Request for Proposal (RFP)

process. The contract expired in FY 2021. The Fire Department would like to establish a new contract for this service. Effectively processing false alarm fees enables the Fire Department to redirect administrative and operational public safety resources which effectively serve the community as a whole, and encourage fire alarm users and alarm companies in the community to properly use, install and maintain the operational effectiveness of their alarm systems.

A RFP was issued on June 14, 2021. The RFP was advertised for over three weeks on Planet Bids through the Purchasing Division. Notification of the RFP was sent to 728 vendors, with 30 vendors downloading the RFP document. None are local to Pasadena. On July 12, 2021 the Department received two proposals.

An evaluation panel was assembled consisting of four evaluators from the Fire Department, ranging from the Operations, Prevention, and Administration Bureaus. Proposals were evaluated based on the criteria shown in Table 1:

Table 1: RFP Scoring Criteria

Scoring Criteria	Maximum Points
Proposed Solution & Integration	25 points
Experience	20 points
Cost Proposal	30 points
Local Pasadena Business receive a 5 point preference	5 points
Small / Micro-Businesses Preference entitlement	5 points

Table 2 summarizes the average scores of the proposal by the four evaluators:

Table 2: Proposal Evaluations

Proposer	Proposed Solution & Integration	Experience	Cost Proposal	Local Business	Small/ Micro Business	Total
CentralSquare Technologies LLC	33.25	24.25	25.75	0	0	83.25
Wittman Enterprises, LLC	28.5	21.25	27.5	0	0	77.25

Staff recommends to proceed with CentralSquare Technologies LLC, DBA Superior LLC as the selected vendor based on their proposal, experience and background with the service requested. CentralSquare Technologies LLC will help to issue, process, track and collect false fire alarm fees for a 10% revenue share which is invoiced to the Department on a monthly basis. Staff has determined the proposer to be able to meet all indicated requirements and the revenue sharing amount to be reasonable.

COUNCIL POLICY CONSIDERATION:

The proposed contract furthers the City Council’s strategic planning goals to ensure public safety.


ENVIRONMENTAL ANALYSIS:

This project is exempt from CEQA review pursuant to State CEQA Guidelines Section 15061(b)(3), the general rule that CEQA only applies to projects that may have an effect on the environment. The action proposed herein, services for false fire alarm billing, will not have a potentially significant environmental effect.

FISCAL IMPACT:

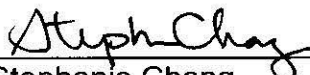
The total cost of this action will be \$125,000 for the five-year term of the contract. Revenue for False Alarm Fees is collected in the Fire Safety and Prevention account (10131005-665700). The contract's revenue share has been appropriated in the Fire Department's FY 2022 Operating Budget account for Fire Safety and Prevention (10131005-811400). Appropriations for the remaining years of the contract will be submitted during the annual budget process for each respective fiscal year. There are no anticipated impacts to other operational programs or capital projects as a result of this action.

Respectfully submitted,



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