



# City of Fayetteville, Arkansas

113 West Mountain Street  
Fayetteville, AR 72701  
(479) 575-8323

## Legislation Text

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**File #:** 2024-119

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### **Contract for False Alarm Administration Services**

A RESOLUTION TO APPROVE A CONTRACT WITH PMAM CORPORATION, PURSUANT TO RFP 23-19, FOR FALSE ALARM ADMINISTRATION SERVICES

**WHEREAS**, on November 20, 2007, City Council passed Fayetteville Code § 130.23 False Alarm Reduction to reduce the City of Fayetteville's response to false alarms; and

**WHEREAS**, on October 7, 2008, the City Council authorized a contract with AOT Public Safety Corporation to provide false alarm reduction administrative services to the City of Fayetteville which was terminated on January 23, 2023; and

**WHEREAS**, on October 22, 2023, proposals were sought via RFP 23-19 for false alarm administrative services and PMAM Corporation submitted the only proposal.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:**

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby authorizes Mayor Jordan to sign a Contract with PMAM Corporation, pursuant to RFP 23-19, for false alarm administration services with a revenue split of 60% to the City and 40% to PMAM after certain cost deductions.



**MEETING OF JUNE 4, 2024**

**TO:** Mayor Jordan and City Council  
**THRU:**  
**FROM:** Mike Reynolds, Police Chief  
**SUBJECT:** **Contract for False Alarm Administration Services**

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**RECOMMENDATION:**

Staff recommends the Fayetteville City Council approve a resolution authorizing Mayor Lioneld Jordan to sign a contract with the PMAM Corporation for false alarm administration services.

**BACKGROUND:**

On November 20, 2007, the Fayetteville City Council passed Fayetteville Code §130.23 False Alarm Reduction to reduce the City of Fayetteville's response to false alarms. On October 7, 2008, the Fayetteville City Council approved Resolution #181-08, which authorized a contract to be signed with AOT Public Safety Corporation to provide false alarm reduction administrative services to the City of Fayetteville. These services included registering alarm users, tracking false alarms, and billing and collecting assessed fees.

On January 23, 2023, Mayor Lioneld Jordan terminated the contract with Central Square, which bought AOT Public Safety Corporation. The decision to terminate the contract was due to a steady increase in citizen complaints, poor quality of customer service, lack of communication, and resident and business accounts being turned over to collections in error.

On June 6, 2023, the Fayetteville City Council passed an ordinance to amend §130.23 False Alarm Reduction of the Fayetteville Code to simplify and clarify certain provisions and reduce some fees for service.

On October 22, 2023, proposals were sought via RFP 23-19 for false alarm administrative services. PMAM Corporation submitted the only proposal, which outlined the services they provide to over 525 municipal and county jurisdictions. PMAM Corporation is a privately-owned enterprise incorporated in 1999. The company has been providing false alarm administrative services since 2004 and has long standing relationships with jurisdictions small and large.

In 2006, the Fayetteville Police Department responded to 3,851 alarm calls. In 2019, the Fayetteville Police Department responded to 2,665 alarm calls, which was a reduction of 31% compared to 2006 numbers. This reduction demonstrates the success of the False Alarm Reduction Ordinance, which is significant when accounting for the exceptional growth in residential dwellings, business establishments, and population that the City of Fayetteville has experienced.

**DISCUSSION:**

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PMAM Corporation submitted a proposal outlining how the company will provide turnkey services for alarm registration, false alarm processing, coordinating with alarm companies, billing and collection of fees, and customer support for the appeal process. The company utilizes a secure cloud-based platform that has not been compromised since the company's inception.

PMAM Corporation provides a toll-free number and email access for citizens to speak to a customer service representative. The company claims that 95% of citizen's calls are resolved within the first call, whereas the industry standard is 60% for first call resolution. The company also offers a citizen self-service portal, which will be accessible from the City's website 24/7. This portal will allow citizens to apply for a permit, pay fees and fines, and update contact information in real time. PMAM offers several additional features to assist and educate citizens, such as a proprietary phone app with "Push" notifications, an online academy, and bill inserts. PMAM allows citizens to make payments via check as well as through the online portal. The company sends reminders to the customer after 30 days for outstanding invoices along with follow-up telephone calls.

Staff believes PMAM Corporation offers a solution that will address the administrative needs of the False Alarm Reduction Ordinance while providing enhanced customer service to our community.

**BUDGET/STAFF IMPACT:**

Fees collected under this contract will be split, with 60% of revenue going to the City of Fayetteville and 40% to the PMAM Corporation. This agreement has no impact on current staffing.

**ATTACHMENTS:** MEMO (#3), SRF (#4), RFP 23-19 CONTRACT PMAM executed (#5), RFP 23-19, Appendix A - Scope of Work - Final (#6), RFP 23-19, Appendix B - City Issued RFP (#7), RFP 23-19, Appendix C - PMAM Corp. Submittal (#8)

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