



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council **Item No. _____**

FROM: City Administrator

SUBJECT: Security Camera/ Technology Presentation

MEETING DATE: SEPTEMBER 19, 2016

RECOMMENDATION:

In response to several requests from each of the City Council members, this report from the Public Safety and Community Services Director presents five technological security options for the City of Commerce. The first option is a proposal to place security cameras on five strategically placed street intersections in various parts of the City. The second option is to initiate a pilot program to place security cameras in and around the “Rosini” neighborhood to monitor quality of life activities related to local businesses and neighborhood concerns. The third option is to fund a City-sponsored Residential Security System Rebate Program to help off-set the costs of security systems in private Commerce residences. The fourth option is to endorse a partnership with Ring.com to provide an affordable entry level home security system for all Commerce residents at more than 50% off the retail price. The fifth option is to install Automated License Plate Readers (ALPR) at busy locations such as the Citadel, Commerce Casino, and Commerce Retail Center.

ANALYSIS:

The Public Safety and Community Services Department has identified five technological security options to enhance public safety in the City of Commerce.

OPTION ONE: INTERSECTION CAMERAS

At the request of Councilmember Baca Del Rio, the Public Safety Staff in conjunction with the Sheriff’s Department have discussed the feasibility of strategically placing Multi Video Digital Recorder (MVDR) surveillance at five major intersections throughout the City. The MVDR systems will have Wi-Fi connectivity to our existing IT systems. The cameras are stationary and point in all four directions. The length of time the information is stored is dependent on the amount of activity in the intersection. According to the IT Department, on average, the footage would be retrievable for approximately two weeks.

The initial five intersections identified will be major ingress/ egress areas of the City and will be useful for law enforcement follow-up on incidents and/ or investigations related to criminal activity. The identified intersections are as follows:

1. Washington Bl. and Telegraph Rd.
2. Washington Bl. and Atlantic Bl.
3. Slauson Ave. and Eastern Ave.
4. Slauson Ave. and Gage Ave.
5. Atlantic Bl. and Telegraph Rd. (Mixmaster)

The initial request to fund the costs of the cameras for all five intersections will be \$100,000. The required budget will be requested from the Public Safety funds received through Measure AA.

OPTION TWO: NEIGHBORHOOD SECURITY CAMERA PILOT PROGRAM

At the request of Councilmember Argumedo, Public Safety Staff researched and identified a need for a Neighborhood Security Camera Pilot Program in the Rosini area. The residents in that area have complained about quality of life issues related to a local business, crime concerns, and other quality of life issues that have been persistent problems in that neighborhood. The staff recommends consideration of a pilot program.

The pilot program consists of cameras being strategically placed on public property in the Rosini neighborhood. The cameras will be useful in capturing footage of quality of life concerns related to excessive traffic, parking violations, noise violations, and property crimes in and around the Rosini neighborhood.

The cameras will have Wi-Fi connectivity to our existing IT system at Bandini Park. The cameras will be stationary and cover public streets, sidewalks, and intersections of concern. The length of time the information is stored is dependent on the amount of activity on that particular camera. Two weeks of storage would be sufficient for public safety and law enforcement purposes.

The initial request to fund the pilot program will be \$50,000 to outfit the Rosini neighborhood. The required budget will be requested from the Public Safety funds received through Measure AA.

OPTION THREE: RESIDENTIAL SECURITY CAMERA REBATE PROGRAM

Additionally, Councilmember Argumedo requested that Public Safety Staff research a Residential Security Camera Rebate Program for residents in Commerce. The rebate program would consist of offering a significant rebate to residents who install a fully functioning security system in their private residence. The rebate program would cover security camera systems, traditional alarm systems, or combinations of both.

A one-time rebate of up to \$500.00 will be offered to residents in the City who install a fully functioning security system. Proof of purchase in the form of a receipt or monthly contract and an inspection by Public Safety staff to ensure the system is fully functional will be required to receive the rebate. The rebate will be offered to all residents on a first-come first-served basis. All residences outfitted with a security system under the program will be documented in a Public Safety Department database for future analysis to determine the effectiveness of the program.

The initial request will be for \$100,000 which enables the City to rebate up to 200 residences participating in the program. The required budget will be requested from the Public Safety funds received through Measure AA. If considered by the City Council staff will return with detailed eligibility requirements for the residents who wish to participate in the program.

OPTION FOUR: RING.COM PARTNERSHIP AND SUBSIDY PROGRAM.

Councilmember Leon recommended Public Safety Staff coordinate with the Santa Monica technology company “Ring.com,” to form a unique partnership to significantly enhance public safety in Commerce. A proposed agreement has been made to provide a low cost, entry level home security system, using smart phone video technology, to all Commerce residents at more than 50% off the retail price. The normally priced Wi-Fi enabled video cameras and video doorbells retail at \$200.00 each. If approved, staff and Ring.com have created a process to allow Commerce residents to purchase the devices directly from Ring.com for \$99.00, which includes a subsidy from both the City and Ring.com.

Residents in Commerce with a 90040 zip code will be given a code specific to Commerce to purchase the Ring.com products at less than half the retail price. Each resident will be eligible to purchase up to three Ring.com products. The products consist of Wi-Fi required video doorbells and video cameras which enable the user to communicate with anyone who crosses the field of vision. The products utilize smart phone technology and require a Wi-Fi system at the residence.

The initial request will be for \$50,000 which will enable Commerce residents to purchase up to 1000 Ring.com products. If approved by the City Council staff will prepare program guidelines for participation in the program.

OPTION FIVE: AUTOMATED LICENSE PLATE READERS (ALPR)

Public Safety Staff has recognized a need for Automated License Plate Readers (ALPR) in the City of Commerce. ALPRs are an essential technological tool used to combat crime. The license plate readers capture computer-readable images that allow law enforcement to compare plate numbers against plates of stolen cars or cars driven by individuals wanted on criminal charges. The devices are mounted on police cars, road signs or traffic lights and capture thousands of images of plates. Staff recommends installing the ALPR at notoriously busy locations such as the Citadel, Commerce Casino, and Commerce Center. This project will be administered by the Sheriff’s Department.

The ALPRs can detect when a license plate enters the camera’s field, capture an image of the car and its surroundings (including the plate), and convert the image of the license plate into alphanumeric data—in effect “reading” the plate. ALPRs record data on each plate they scan, including not only the plate number but also the precise time, date and place it was encountered. The cameras can scan up to 1,800 license plates per minute. The information generated by the reader will be analyzed in a Sheriff’s database as well as the National Crime Information Center database. Immediate hits on stolen vehicles are immediately transmitted to the East Los Angeles Sheriff’s Station.

The initial request will be for \$100,000 to purchase ALPR for the recommended locations. The City will also request the private busy owners to contribute to the initial costs of the ALPR which will assist in securing their businesses. .

ALTERNATIVES:

1. Receive the presentation and/or
2. Vote for one or more of the options; and/or
3. Endorse a partnership with Ring.com
4. Provide staff with further direction

FISCAL CONSIDERATIONS:

The fiscal impact is dependent upon direction given by the Council. The financial breakdown of each option is as follows:

OPTION ONE- INTERSECTION CAMERAS - Initial request from Measure AA will be \$100,000 to outfit the five intersections.

OPTION TWO- NEIGHBORHOOD SECURITY CAMERA PILOT PROGRAM- Initial request from Measure AA will be \$50,000 to equip the Rosini Neighborhood.

OPTION THREE- RESIDENTIAL SECURITY CAMERA REBATE PROGRAM- Initial request from Measure AA will be \$100,000 which will enable the City to rebate up to 200 residences who have installed a fully function security system in their residence.

OPTION FOUR- RING.COM PARTNERSHIP AND SUBSIDY PROGRAM- Initial request from Measure AA will be \$50,000 which enable the City to provide residents with a subsidy to cover up to 1000 Ring.com products.

OPTION FIVE- AUTOMATED LICENSE PLATE READER (ALPR)- Initial request from Measure AA will be \$100,000 to purchase the required ALPR for the recommended locations. The cost of ALPRs varies depending on various factors. Cities pay maintenance fees, software agreement fees, and data maintenance fees. It is estimated Commerce would benefit from twelve ALPR to outfit the original three locations, Citadel, Commerce Casino, and Commerce Center.

TOTAL FISCAL IMPACT:

The total fiscal impact of the five recommendations depends on the scope of the projects. Initial estimates for implementing all five options are \$400,000. There is currently \$400,000 in discretionary Measure AA funds dedicated for Public Safety. Additional requests for funding may occur if staff deems the programs are successful and the City Council wants to extend the programs beyond the initial funding.

At the conclusion of the initial implementation of the technology systems, Public Safety staff will be using various analytics to determine the success of the programs and whether further implementation is warranted. Through the use of crime analysis staff will be able to determine the overall effectiveness of the security enhancements.

RELATIONSHIP TO STRATEGIC GOALS:

This matter is applicable to the following 2012 Strategic Goal: "Protect and Enhance the Quality of Life in the City of Commerce."

Respectfully Submitted: Jorge J. Rifá, City Administrator
Recommended by: Matthew C. Rodriguez, Director of Safety and Community Services
Reviewed by: Vilko Domic, Director of Finance
Approved as to form: Eduardo Olivo, City Attorney