



# CITY COUNCIL AGENDA REPORT



**DEPARTMENT:** City Manager's Office

**MEETING DATE:** December 5, 2017

**PREPARED BY:** Oliver Chi, City Manager  
Lauren Vasquez, Deputy City Manager

**AGENDA LOCATION:** AR-2

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**TITLE:** Establishment of the Home Security Rebate Program, Resolution No. 2017-45

**OBJECTIVE:** To adopt Resolution No. 2017-45, thereby establishing the City of Monrovia's Home Security Rebate Program

**BACKGROUND:** Over the past few years, Monrovia, like many communities throughout California, has experienced an alarming increase in crime. For example, in calendar year 2016, Monrovia experienced a 19% increase in Part 1 crimes when compared with our experience in 2015, pursuant to the following details:

- In 2016, Monrovia experienced a total of 893 Part 1 crimes, whereas in 2015, we had only 750 Part 1 crimes
  - The Federal Bureau of Investigation (FBI) designates the most major crimes that plague society in the United States as Part 1 crimes
  - There are eight (8) Part 1 crimes, including murder, rape, robbery, assault, burglary, larceny, auto theft, and arson.
- The 19% increase in crime means that Monrovia had 143 more victims of crime in 2016 than the prior year in 2015.
- The most significant increases in criminal activity were:
  - 120 more larceny incidents in 2016 than the prior year in 2015, a 24% increase
  - 29 more burglary and attempted burglary incidents than the prior year in 2015, a 28% increase
  - 11 more assault incidents in 2016 than the prior year in 2015, a 50% increase
  - 4 more rape and attempted rape incidents in 2016 than the prior year in 2015, a 100% increase

The City has worked to respond to the crime increase in several ways. First, Monrovia has spearheaded the creation of the *Taking Back Our Communities* (TBOC) coalition, which is a collaboration of local governments committed to advocating for sensible criminal justice system reform in California. The increasing crime rates we have seen throughout California have been attributable to legislative mandates instituted by State through approval of measures such as AB 109, Proposition 47, and Proposition 57. The TBOC coalition has been successful in partnering with numerous entities throughout the State, and we are now working with the California Public Safety Partnership on a proposed Statewide ballot initiative planned for voter consideration in November 2018 that would institute realistic and common-sense criminal justice system adjustments.

In the meantime, the City Council has also directed that staff work to develop additional ways to enhance community public safety, and during the past several months, staff has been working to establish a proposed home security system subsidy program. The concept was first discussed in

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March 2017, and subsequently, the matter has been agendaized for discussion with the City Council on three separate occasions. After considering all of the issues at hand, the City Council directed on October 3, 2017, that staff develop a program whereby the City would directly subsidize the purchase and installation of residential home security systems.

During the past few weeks, staff has further coordinated the establishment of a proposed Home Security Rebate Program (Program). If approved, the City would set-aside an amount not to exceed \$100,000 for use towards rebates for the purchase and installation of home security systems of not more than \$500 per residence.

**ANALYSIS:** In order to move forward with establishing the overall initiative, staff has developed Resolution No. 2017-45 for City Council review. If approved, details related to the Program that would be instituted include the following:

- Program participants must be Monrovia residents to qualify.
- Qualifying participants will be eligible to receive a rebate in an amount not to exceed \$500 for the purchase and / or installation of a home security system / home protection device.
- Qualifying home security systems / products include, but are not limited to, alarm systems, security cameras, home protection devices, and other related products.
- A maximum of 1 rebate per residence will be issued.
- Rebates will only be provided for new home security systems purchased and / or install after establishment of the City's Program.
- Applicants for the home security system rebate will be required to submit proof of purchase and installation prior to receiving a reimbursement.
- Applications will be required to be submitted within 60 days of the date of purchase of the home security system program.

If authorized to proceed by the City Council, it is anticipated that the Program will be ready to launch in January 2018. Staff has worked to develop a simple and easy to use online submittal process for those interested in participating in the Program, and as part of that online application, staff will collect demographic information from program participants. That information – along with an overall assessment of the Program – will then be tabulated, analyzed, and presented for City Council review no later than July 2018.

**ENVIRONMENTAL IMPACT:** None.

**FISCAL IMPACT:** The City Council has previously indicated a desire to establish the Program in such a way so as to provide up to a maximum of \$100,000 in home security system rebates. The City has funding in the amount of \$100,000 available for allocation towards the Program from our General Fund reserves.

**OPTIONS:** The following options are presented for consideration:

1. Adopt Resolution No. 2017-45, thereby allocating and appropriating \$100,000 for use towards the City's Home Security Rebate Program.
2. Do not adopt Resolution No. 2017-45 and provide staff with additional direction.

**RECOMMENDATION:** Based on City Council direction, staff recommends Option 1, thereby allocating and appropriating \$100,000 for use towards the City's Home Security Rebate Program.

**COUNCIL ACTION REQUIRED:** If the City Council concurs, the appropriate action would be a motion to adopt Resolution No. 2017-45.

**RESOLUTION NO. 2017-45**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MONROVIA, CALIFORNIA, APPROPRIATING \$100,000 FROM GENERAL FUND RESERVES FOR USE TOWARDS INSTITUTING A HOME SECURITY REBATE PROGRAM.**

**WHEREAS**, in calendar year 2016, Monrovia experienced a 19% increase in Part 1 crimes when compared against 2015 crime levels; and

**WHEREAS**, the City has worked to establish new ways of responding to increased levels of crime; and

**WHEREAS**, the City Council has identified the installation of home security systems as an effective initiative to enhance public safety in the City; and

**WHEREAS**, the City Council has directed that the City establish a Home Security Rebate Program through which residents can apply for a reimbursement of up to \$500 for the purchase and installation of a qualifying home security system; and

**WHEREAS**, the City Council has directed that funding for the Home Security Rebate Program be established through the appropriation of \$100,000 from the City's General Fund Reserve account.

**NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF MONROVIA DOES RESOLVE AS FOLLOWS:**

**SECTION 1.** The City Council hereby directs that staff establish the Home Security Rebate Program before the end of January 2018 pursuant to the following guidelines:

- Home Security Rebate Program participants must be Monrovia residents to qualify.
- Qualifying participants will be eligible to receive a rebate in an amount not to exceed \$500 for the purchase and / or installation of a home security system / home protection device.
- Qualifying home security systems / products include, but are not limited to, alarm systems, security cameras, home protection devices, and other related products.
- A maximum of 1 rebate per residence will be issued.
- Rebates will only be provided for new home security systems purchased and / or install after establishment of the City's Home Security Rebate Program.
- Applicants for the Home Security Rebate Program will be required to submit proof of purchase and installation prior to receiving a reimbursement.
- Applications for the Home Security Rebate Program will be required to be submitted within 60 days of the date of purchase of the home security system program.

**SECTION 2.** In order to fund the Home Security Rebate Program, the City Council hereby allocates and appropriates an amount not to exceed \$100,000 from General Fund Reserves.

**SECTION 3.** The City Council hereby directs that staff prepare a comprehensive overview of the Home Security Rebate Program for consideration in July 2018.

**PASSED, APPROVED AND ADOPTED** this 5th day of December, 2017.

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Tom Adams, Mayor  
City of Monrovia

**ATTEST:**

**APPROVED AS TO FORM:**

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Alice D. Atkins, CMC, City Clerk  
City of Monrovia

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Craig A. Steele, City Attorney  
City of Monrovia