

## PMAM Corporation

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Qualifications **FL-EVERIFY PP-DRUGFREE PP-EQUAL PP-LBTR PP-LOCAL PP-SCRUTINIZED PP-SWORN PP-VENDORINFO PP-VOSB PP-W9**

Item #	Line Item	Notes	Unit Price	Qty/Unit	Attch.	Docs
PD-21-02--01-01	percentage of the fee requested to be paid to the proposer	<b>Supplier Product Code:</b> <b>Supplier Notes:</b> PM AM proposes a revenue share of 80% to the city of Pembroke Pines 20% to PM AM Corporation	<b>First Offer - 20.00%</b>	1 / each	<b>20.00%</b>	<b>Y Y</b>
Supplier Total					<b>\$0.00</b>	

**PMAM Corporation**

Item: **percentage of the fee requested to be paid to the proposer**

**Attachments**

PMAM Corporation response to RFP PD-21-02.pdf

# REQUEST FOR PROPOSAL FALSE ALARM MANAGEMENT COMPANY

PREPARED FOR:



**Pembroke Pines, Florida**  
**RFP #PD-21-02**  
**False Alarm Billing and Collection Services**  
**February 16<sup>th</sup>, 2021**  
**PM AM Corporation**  
**David Moss**  
**972-831-7404 / davem@pmam.com**

PROVIDED BY:



**PM AM CORPORATION**  
**5430 LBJ Freeway, Suite 370**  
**Dallas, Texas 75240**  
**(972) 831-7400**

## LETTER OF INTEREST

February 16<sup>th</sup>, 2021

Danny Bedit, Procurement Department  
City of Pembroke Pines  
8300 South Palm Drive  
Pembroke Pines, FL 33025

RE: RFP # PD-21-02 False Alarm Billing and Collection Services

Mr. Bedit,

With distinct pleasure, PM AM Corporation submits its response to the Pembroke Pines RFP #PD-21-02 for False Alarm Billing and Collection Services. PM AM has been managing alarm ordinances through our False Alarm Management Solution (FAMS™) for the City of Pembroke Pines since 2014 and across the country since 2004. These are a few of our local customers that currently use our FAMS platform in Florida; St. Petersburg, Jacksonville, Pinellas County, Orlando and St. Johns County.

PM AM is pleased to provide Pembroke Pines detailed information about our current footprint, our technology and the “Best Practices” we capture from our customers in order to make your false alarm program a success.

PM AM offers the most comprehensive and unique solution for alarm administration and collection services. Being the established leader in this industry PM AM will continue to help Pembroke Pines achieve:

- 1. Since beginning the Program in 2014 through 2020 PM AM has reduced False Alarms by 38 percent for the city of Pembroke Pines***
- 2. During the same period, The Program has generated total revenue of \$793,299 for the city***
- 3. PM AM has provided a robust and accessible service framework for the City and its citizens***
- 4. The ability to leverage new technology and processes to reach program goals***

PM AM consistently accomplishes these 4 goals as we remain committed to continuous innovation; ours is a journey that started with a **100% web-based** alarm management

solution in 2004 leading to our latest launch of mobile apps (**FAMS-ALARM**) and Artificial Intelligence based algorithms. Our history and intent are to keep investing significant dollars on a continuous basis for the benefit of our existing clients and to also offer a unique solution that sets PM AM apart in the industry.

In this proposal, we describe in detail PM AM's proprietary, 100% Cloud, solution, best practices and carefully thought-out approach for enabling Pembroke Pines to reach its alarm program goals. Also, as technology evolves, we will build new technology that PM AM is positioned to deliver like the texting engine integration into FAMS™ along with IOS and Android apps to manage citizens needs within the false alarm program which will continue to deliver better performance to the 's citizens and enhance the engagement of alarm violators.

Currently and going forward all services in relation to this program are and will be provided out of our Dallas, Texas Corporate Office.

We are proud to represent that PM AM is the leading provider of managed alarm tracking and billing services in the nation. Our national client portfolio includes jurisdictions of all sizes including cities such as Orlando FL, Jacksonville, FL, St. Petersburg, FL, Houston, TX, Pembroke Pines, FL, Fort Myers, FL and Davie, FL.

This proposal will remain valid for 180 calendar days from February 16<sup>th</sup>, 2021. We look forward to continuing to work with the City on this Program.

Sincerely,



David Moss  
Vice President – Sales

P.S – Due to winter storm, we are facing power outage since 14<sup>th</sup> Night and we are not able complete final review of the response, in case, city finds any details missing, PM AM will promptly provide the information.

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# CONFIDENTIALITY NOTICE

Please be advised that the following proposal to provide the requested services on behalf of the of Pembroke Pines contains certain proprietary and confidential information of PM AM Corporation that is being provided in confidence for the sole purpose of permitting the of Pembroke Pines and its authorized employees, counsel, and representatives to consider and evaluate our proposal in order to determine whether such proposal is acceptable to the .

If the of Pembroke Pines receives a request from a third party under the applicable open records act, freedom of information act, or comparable statute or ordinance requesting a copy of our proposal, we respectfully request that the refrain from making such disclosure and promptly notify Pankaj Kumar, the Chief Executive Officer of PM AM Corporation, at pankajk@pmam.com of such request so that we may timely file an appropriate response to such disclosure with the appropriate authority so that such authority may decide whether our proposal or parts thereof, redacted or otherwise, should be disclosed to the requesting party.

In this regard, please note that PM AM was able to recently obtain two opinions from a State’s Attorney General that the disclosure of certain proprietary information of PM AM, similar to the proprietary information of PM AM set forth in the following Proposal, was exempt from disclosure, based on the facts of those cases, under Section 552.104(a) of the Texas Government Code because the disclosure of such information would give advantage to a competitor of PM AM.

Thank you for your consideration of our proposal.

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Pages 1 to 67	Trade Secret– Proprietary Information (Not for disclosure)

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## TAB 1 EXPERIENCE AND ABILITY

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Below is a list of key PM AM Managers that will be involved in managing the City's Program:

### Operations Team

#### Monica De La Rosa

Supervisor –

[MonicaR@pmam.com](mailto:MonicaR@pmam.com) |

Monica would be the Program Lead for Pembroke Pines and assist with city requests and develop new campaigns and content to engage citizens to increase their awareness about the alarm ordinance. This role and her initiatives are key in customer engagement through mailings, email and voicemail communications and marketing campaign materials.

#### Pankaj Kumar

Chief Executive Officer | Executive Project Sponsor

[PankajK@pmam.com](mailto:PankajK@pmam.com) |

As a Project Sponsor, Mr. Kumar ensures that all roles and responsibilities are aligned to the commitment PM AM made in terms of quality and speed of carrying out all alarm administration service processes. He is also available to you to resolve issues and constraints that are noticed by you or your citizens during the entire life of the project.

#### Dave Moss

Vice President of Sales | Public Safety Division

[DaveM@pmam.com](mailto:DaveM@pmam.com)

With more than 37 years of experience in technology sales, Dave has served in domains like digital technology, telecommunications, e-commerce and technology consulting, to name a few. Prior to working with PM AM, Dave was VP of North American Sales for Harris Corporation, one of the leading public safety technology providers. Dave truly understands the needs of ensuring the safety of the first responder by minimizing false alarms and creating an environment where all alarms are handled methodically.

## Richard Quiroz

Customer Service Manager

[Richard@pmam.com](mailto:Richard@pmam.com) |

As Customer Service Manager, Richard oversees the day-to-day operations of the call center and the data entry teams. He is also the primary point of contact through the duration of the implementation process and over the lifetime of the program.

## Marcus Baxter

Customer Support Team Lead

[MarcusB@PMAM.com](mailto:MarcusB@PMAM.com) |

During the last twenty years, Marcus has worked in technical customer support for the following markets: aviation, law enforcement, mortgage lending, accounting and manufacturing. Marcus has supported users all over the country and world and understands the importance of the customer and the results provided.

## Perraju Vegiraju

Project Manager

[PerrajuV@PMAM.com](mailto:PerrajuV@PMAM.com) |

Perraju is an IT Guru with a demonstrated history of working in the software and network security industry. Skilled in databases, data warehousing, Hive, Java, and Apache Spark. He is a strong professional with an engineering degree, Computer Science focus. Perraju is responsible for the ground-up implementation, development and maintenance of solutions relating to enterprise e-commerce, user interfaces, systems interoperability and production websites.

## Prerna Ratti

Accountant | Executive Project Sponsor

[PrernaR@pmam.com](mailto:PrernaR@pmam.com) |

Prerna is responsible for working with the accounting and finance departments to provide details of all true-ups, reconciliation statements and transaction level details for any summary report that is proactively provided by PM AM to the customer.

## Kathleen White

Alarm Matching Specialist

[KathleenW@pmam.com](mailto:KathleenW@pmam.com)

Kathleen works diligently to process daily Lockbox files and carries out the manual research for the payments that didn't come with coupons. She is responsible for keeping Lockbox and FAMS<sup>(T)</sup> reconciled at all times.

**Taylor Roberts**

Incident Specialist

[TaylorR@PMAM.com](mailto:TaylorR@PMAM.com)

Incident Specialist

[TaylorR@PMAM.com](mailto:TaylorR@PMAM.com)

As the Incident Specialist, Taylor maintains a high standard of accuracy and timeliness to ensure all false alarm data is matched to the respective permit for billing. Taylor also assists by communicating with the contacts for address and incident validation.

**Priscilla Ceballos**

New Installations, Cancellations and Payment Specialist

[PriscillaC@PMAM.com](mailto:PriscillaC@PMAM.com)

Priscilla is responsible updating permits when PM AM receives notification from the alarm companies of a change of status to their permit holders. She is also responsible for deposits for cities that are not on bank operated Lockbox.

**Cynthia Benitez**

Billing and Payment Specialist

[CynthiaB@pmam.com](mailto:CynthiaB@pmam.com)

As billing and payment specialist, Cynthia is responsible to maintain a time-bound billing and payment effort into FAMS<sup>(T)</sup>. She also certifies that the applied payments and bank deposits remain reconciled at all times.

**Antonia Rodriguez**

Mail Processing Specialist

[AntoniaR@PMAM.com](mailto:AntoniaR@PMAM.com)

Antonia is responsible for the scanning and batching all correspondence received through the lockboxes. This process is vital to PM AM to maintain time-bound standards for payment processing. She also ensures that any collateral sent to the permit holders on behalf of the are printed and sent within the designated timeframes.

**Olga Salazar**

Training Specialist

[OlgaS@PMAM.com](mailto:OlgaS@PMAM.com)

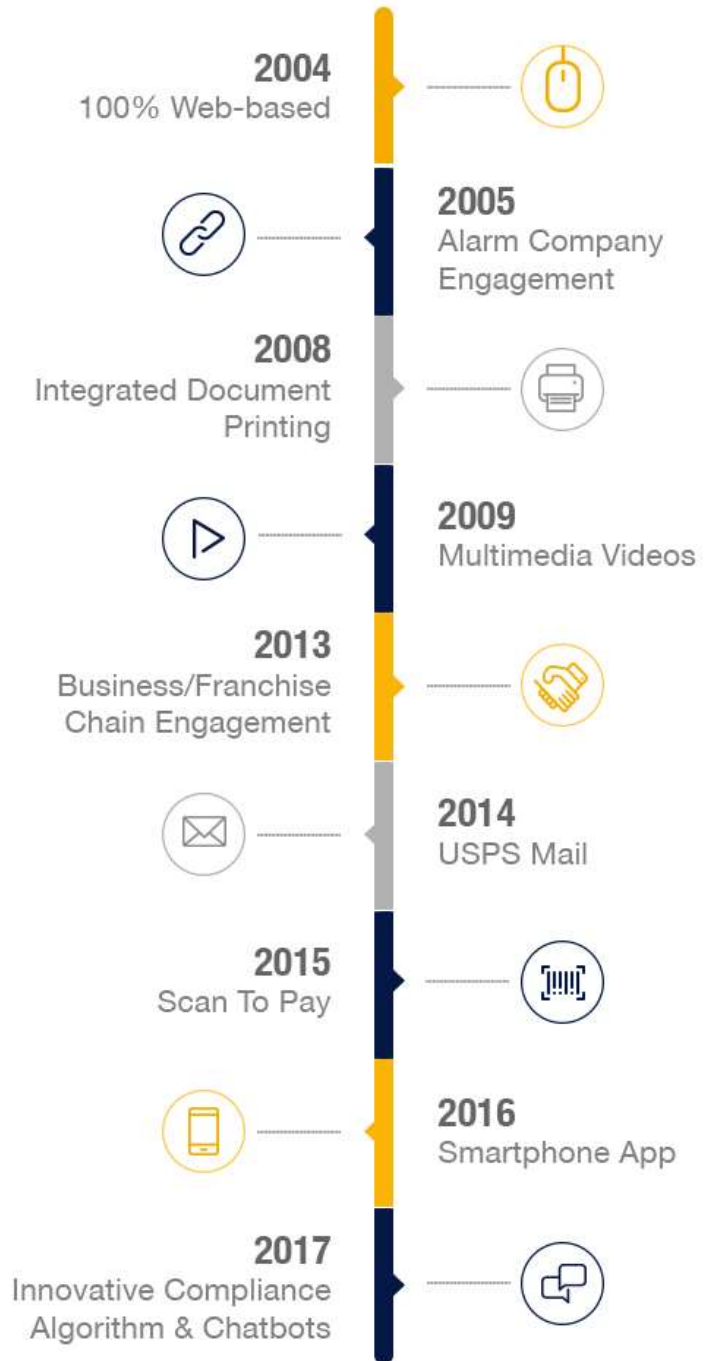
The training specialist supports the call center in the onboarding of new hire agents and facilitates the training of the policies and procedures for PM AM. As a senior agent, she also assists customer engagement through mailings, email, voicemail communications and escalations.

## TAB 2 PREVIOUS EXPERIENCE

**PM AM Corporation (C-Corp)** is a privately-owned minority and woman-owned enterprise incorporated in 1999 in the State of Texas. Company headquarters are located in Dallas, TX with additional offices in Houston, TX. All FAMS services are provided from these two centers located in United States. PM AM has been providing alarm management services since 2004 and the majority of the company's revenue is derived from false alarm management solutions.



## PM AM'S TECHNOLOGICAL ADVANCEMENTS



As is all too common with many cities throughout the United States, excessive false alarm occurrences rob the of valuable law enforcement resources along with taxpayer dollars if not addressed. PM AM lauds the thought leadership of Pembroke Pines to reach out and partner with subject matter experts to manage the Alarm program in order to achieve the intended results of the alarm ordinance.

PM AM initially launched a web-based solution in 2004 and has advanced to now rolling out digital initiatives in 2020/2021 that makes PM AM FAMS both device and platform-independent. Now, citizens, businesses, and officials can access alarm ordinance services from any device; whether it is a smartphone, laptop or iPad. Citizens can now apply for a permit, make payments, update contact information etc. through the 's website maintained by PM AM or through their personal social media (e.g. Facebook) where they are not required to remember any URLs/website addresses.

This is how PM AM defines its 13-year journey of FAMS, where we constantly invest to remain in sync with user behavior and associated technological solutions to serve cities and its citizens in order to engage and finally reduce false alarms and increase ordinance compliance. This is a major differentiator that PM AM offers in the marketplace.

PM AM continues to be committed to achieving industry certifications to ensure that its procedures, protocols, and personnel who support the FAMS platform are the latest, as well as in sync with the industry-wide "Best Practices". We have numerous Awards and Certifications, furthermore we are very proud of our recent certification becoming a "**CJIS Ready**" (*Criminal Justice Information Services*) solution.

PM AM has established more than **100 different real-time, live data-based report** functions, based upon requests from our partner cities and counties, aimed at providing transparency and management insight. PM AM listens to this strong user community's voice and meets their needs in order to make FAMS program impactful. The relationship between PM AM and the user community is strong and impactful because as soon as an innovation is added to FAMS, it is available to the entire community at no extra charge to its customers.

In this section, we wish to state and demonstrate with examples of how PM AM's dollars are invested in continuous improvements/ innovations that result in achieving four key result areas that our partner community places a significant importance to:



**FALSE ALARM REDUCTION**

- through education and awareness



**HIGHER COLLECTION RATES**

- through ultra-modern skip tracking techniques



**REVENUE GROWTH**

- through state-of-the-art collection compliance techniques



**PERSONNEL**

- personnel involvement

**False Alarm Reduction:** PM AM is committed to reducing false alarms and will continue to play an important role in false alarm reduction. We leverage best practices taken from our 100+ customers across the nation as well as new technology offerings to drive lower rate of false alarms.

**FAMS™ | False Alarm Reduction**

Below are a few examples of similar size cities as Pembroke Pines that through our consistent outreach engagement model have resulted in false alarm reduction that usually is the first priority for our partner cities.

<b>NAMES</b>	<b>FALSE ALARMS DURING FIRST YEAR OF IMPLEMENTATION</b>	<b>FALSE ALARMS COUNT FIVE YEARS INTO PROGRAM</b>	<b>% FALSE ALARMS REDUCTION</b>
<b>Miami Shores, FL</b>	991	443	<b>55%</b>
<b>Hialeah, FL</b>	8,861	4,110	<b>54%</b>
<b>Rowlett, TX</b>	2,140	1,075	<b>50%</b>
<b>Cobb County, GA</b>	16,124	8,043	<b>51%</b>
<b>Palatka, FL</b>	1,103	671	<b>39%</b>
<b>Beverly Hills, CA</b>	3,583	2,693	<b>25%</b>



**Higher Collection Rates:** PMAM typically targets higher collections, and in most cases, it is successful in collecting. We attribute this collection rate to a proprietary workflow. These sophisticated collection methods analyze payment trends and preferred payment platforms to help PM AM’s CSR’s in citizen outreach and collection on unpaid invoices.

**Revenue Growth:** In almost 100% of cases, PM AM is able to increase baseline revenue when it takes charge of a cities’ alarm program. While it grows baseline revenue, PM AM always faces the hurdle of reduced false alarms, which results in reduced collections for the false alarms, which were eliminated. PM AM deploys multiple time-proven internal processes to identify non-compliant businesses/residents and an engagement strategy that almost always results in higher compliance (permitting), driving baseline revenue to grow substantially for our partner cities. These strategies are discussed in detail in later parts of this RFP response.

**FAMS™ | Revenue**

Below examples illustrate where unique FAMS techniques resulted in higher revenue growth. In some cases, PM AM’s initial share is “paid for” by this increase in revenue, making PM AM services free from second year onward.

<b>NAMES</b>	<b>REVENUE DURING FIRST YEAR OF IMPLEMENTATION</b>	<b>REVENUE FOR YEAR 2016</b>	<b>% REVENUE INCREASE</b>
<b>Pembroke Pines , NJ</b>	\$ 30,995	\$ 54,800	<b>77%</b>
<b>Rialto, CA</b>	\$ 56,906.56	\$ 159,941.72	<b>181%</b>
<b>San Marcos, TX</b>	\$ 30,290	\$ 85,208	<b>181%</b>
<b>Long Beach, NY</b>	\$ 42,100	\$ 91,297.86	<b>117%</b>
<b>Richardson, TX</b>	\$ 191,175	\$ 389,931.37	<b>103%</b>
<b>Houston, TX</b>	\$ 6,400,000	\$ 11,800,000	<b>84%</b>
<b>Little Elm, TX</b>	\$ 37,729	\$ 65,171.02	<b>73%</b>
<b>Beverly Hills, CA</b>	\$ 281,626.25	\$ 452,313.81	<b>61%</b>
<b>Lincoln, CA</b>	\$ 30,765	\$ 49,229.33	<b>60%</b>

- **Personnel involvement:** The FAMS portal engages and provides all stakeholders easy access because it is always available, with CSR’s available to help every step of the way. The combination of technology, processes, and human interaction results in higher customer satisfaction and takes only a fraction of time to support alarm management activities.

Additionally, we have had 17 opportunities to present the FAMS solution to the following municipalities using our competitor’s product:

1	PEMBROKE PINES, FL	10	PITTSBURGH, PA
2	PINELLAS , FL	11	DAVIE, FL
3	PEMBROKE PINES , GA	12	VALLEJO, CA
4	DURHAM, NC	13	COLUMBUS, OH
5	SAN LUIS OBISPO, CA	14	Irving, TX*
6	NORTH MIAMI BEACH, FL	15	ROSEVILLE, CA*
7	MORGAN HILL, CA	16	ARCADIA, CA*
8	DOUGLAS , CO	17	TOMS RIVER, NJ*
9	HIGHLAND VILLAGE, TX		

These agencies were using ***Cry Wolf (AOT Public Safety), now CentralSquare***, our competitor, and they wanted to explore other alarm management offerings available in the market. This provided PM AM an opportunity to present our solution. While most of these accounts were satisfied with their current vendor, they were impressed by PM AM’s unique approach to customer service, as well as our innovative technology solutions. These agencies compared both solutions and could clearly see the advantages they could expect from PM AM’s processes to drive key goals. This resulted in all ***17 switching their alarm program management to PM AM Corporation.***

*\*On July 1, 2019, Irving, TX an existing client of Crywolf/CentralSquare, also currently using Tritech CAD selected PM AM FAMS to be its vendor of choice and manage its alarm program.*

*\*On June 13<sup>th</sup>, 2019, Roseville, CA, an existing client of CryWolf/CentralSquare, selected PM AM FAMS to be its vendor of choice and manage its alarm program.*

*\*On May 30, 2019, Arcadia, CA, an existing client of CryWolf/CentralSquare, selected PM AM FAMS to be its vendor of choice and manage its alarm program.*

***\*On April 15, 2019, Toms River, NJ, an existing client of CryWolf/CentralSquare, selected PM AM FAMS to be its vendor of choice and manage its alarm program.***

The last four months have seen nearly an account every month of CentralSquare's switching to PM AM.

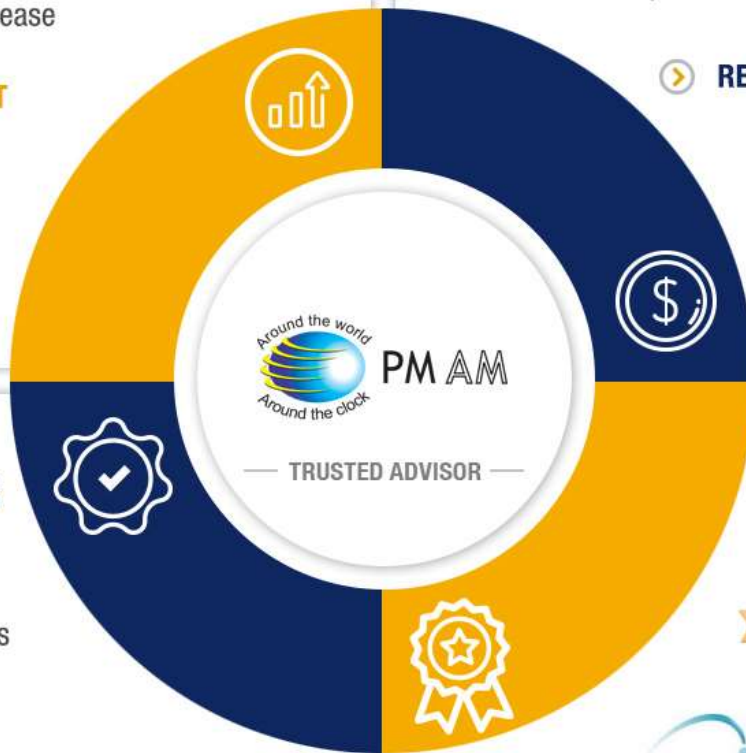
Several of these accounts have been PM AM customers now for multiple years and PM AM would be happy to share program statistics when compared to time prior to PM AM acquiring them as customers. All of these clients are strong references for PM AM and we encourage you to reach out to them.

## THE CHANGE

- > **MASSIVE YEARLY INCREASE**  
in alarm permit registration
- > **EXPONENTIAL GROWTH**  
in recurring revenue stream as the number of permits increase
- > **YEARLY DOUBLE DIGIT**  
reductions in False Alarm calls

## KEY RESULTS

- > **FALSE ALARM REDUCTION**  
Education and awareness
- > **HIGHER COLLECTION RATES**  
Multiple ultra-modern outreach techniques
- > **REVENUE GROWTH**  
Increase in alarm permitting and high collection rates



## DIFFERENTIATORS

- ✓ 100 % Cloud-enabled
- ✓ Real-time & live reports
- ✓ Smartphone apps
- ✓ Instructional videos
- ✓ City Branding in Documents
- ✓ Simple and multiple payment options
- ✓ USPS mail delivery guaranteed
- ✓ Engage alarm companies
- ✓ Best practices recognized across 100+ installations

## CERTIFICATIONS



All work, including call center, back office, and data entry for the of Pembroke Pines will be performed from PM AM's corporate office in Dallas, TX. All of our staff goes through a rigorous hiring process that includes drug & background screenings and I-9 verification. Each team member also goes through an extensive training process. The quality of our well-trained staff is a primary factor in the many accolades our client municipalities have bestowed on PM AM since 2004.

PM AM's employees have extensive experience with the company, and some have been with us since we began providing alarm management services in 2004. PM AM Corporation is an equal opportunity employer. As such, it is our policy not to discriminate on any basis prohibited by law including race, sex, age, religion, national origin, disability, marital status or veteran status. It is our intent and desire that equal employment practices apply to all terms and conditions of employment at PM AM Corporation. The CEO of PM AM Corporation and all managerial personnel are committed to this policy and its enforcement.

## **STATE OF THE ART CALL CENTERS | PROTECTION AGAINST DISASTERS**

PM AM shall perform the alarm administration services for the of Pembroke Pines from our **Dallas, TX** office location. PM AM does not engage in subcontracting with any third parties for the services offered to the City.

PM AM provides two distinct processing and call center services sites. While the chances of a physical disaster (weather, fire, etc.) are remote, PM AM maintains a complete mirror-image and backup of the processes, equipment, and necessary personnel to support our partner cities in three locations (*Dallas, TX, Houston, TX, and Colorado Springs, CO*). Should one site be incapacitated, **PM AM can restore service to the City within hours at the alternate site.**



DALLAS, TX



HOUSTON, TX

PM AM has put a lot of thought and investment in establishing its state of the art customer care center locations in Dallas, TX and Houston, TX. The PM AM call support center network is designed so that calls can be diverted to any of the two call support centers in a seamless and efficient manner so as to prevent any disruption of service to our clients.

**Recent example: Hurricane Harvey**, Aug 28<sup>th</sup> to Sept 1<sup>st</sup>, 2017, the of Houston was impacted by torrential rains and flooding due to Hurricane Harvey. The mayor's office declared that the 's administrative offices would remain closed and PM AM Houston support office was closed due to flooding in the office building.

PM AM's cloud-based phone system was configured, within 30 minutes, to re-route all calls intended for the Houston support center to PM AM's Dallas support center. Even though the 's offices were closed, Houston citizens were able to still call into and speak with PM AM CSRs regarding all of their alarm questions.

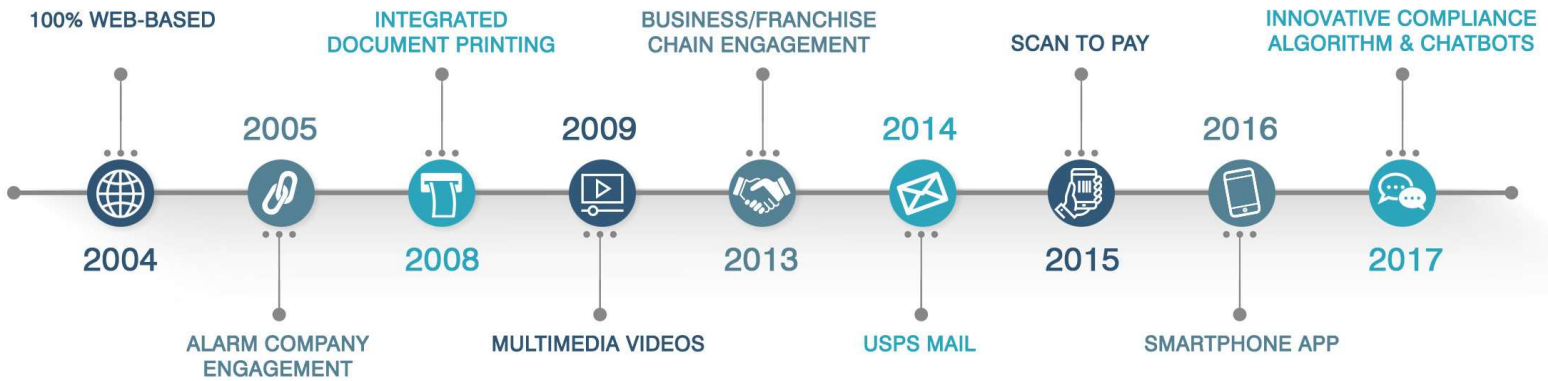
PM AM is unique in the industry because it provides an option for inbound callers to leave a voicemail message for those calling after normal business support hours. PM AM's standard Service Level Agreement (SLA) is to return these voice mail messages the next business day.

Other cities that have chosen other industry players to manage their alarm program have discovered that no capability exists to leave a voice mail message after office hours. Callers are requested to call back during normal business hours.

## PM AM Advantages

PM AM derives its advantages from its commitment to “incremental innovation” on an on-going basis. PM AM identifies two/three key areas every year for innovation/modernization and given the scope of the goals, sets aside a budget every year to undertake R&D so our partner cities can benefit from a solution that always remains current to the time, challenges, platforms and emerging trends among millennials, baby boomers, and aging population of their municipalities.

## PM AM’S TECHNOLOGICAL ADVANCEMENTS



The following are a few examples:

- Innovative Compliance Algorithm-** 2017: This represents PM AM’s incremental innovation focused on further increasing ordinance compliance based on location (*socio-economic demographic analysis*) of the residence. This solution is in beta and is expected to be released within the calendar year 2017. Once released, this solution will allow our partner cities to grow their permitting compliance many folds. We look forward to an opportunity to demonstrate the solution during the vendor selection interview process.
- FAMS iOS and Android Smartphone App-** In 2016, PM AM started offering an ultra-modern iOS and Android smartphone app with 8 functions along with push notifications through touch ID function. Now, the citizens of our partner cities can carry out many functions like; reviewing the ‘s False Alarm Ordinance, making payments,

viewing and updating their key holder information, historical information on false alarms, invoices etc. They can also access a variety of education materials to help prevent future false alarms. We look forward to an opportunity to demonstrate the solution during the vendor selection interview process.

- **Scan to Pay-** In 2015, PM AM started offering a unique state-of-the-art payment solution to citizens. Your citizens can now scan invoices through smartphones to pay invoices on the go. This solution is extremely handy for the millennials and others that conduct a majority of their business through their phones. We look forward to an opportunity to demonstrate the solution during the vendor selection interview process.
- **USPS Mail Delivered | Guaranteed-** In 2014, PM AM developed innovative processes which allow us to track the delivery of invoices and notices sent to citizens. This information is extremely helpful for our partner municipalities when dealing with walk-in customer inquiries, appeals etc. as it provides date and time of when invoices were delivered to the citizen doorstep. This information is integrated into FAMS directly from the United States Postal Services (USPS) solution. PM AM has reasons to believe that it is the only company to offer this service. We look forward to an opportunity to demonstrate the solution during the vendor selection interview process.
- **Business/Franchise Chain Engagement-** In 2013, PM AM and its strong user base were busy brainstorming and looking at ways to further enhance the collection of unpaid invoices by businesses/franchise chains. A unique service offering was added to FAMS portfolio that was once again 100% web-based and made available to business/franchise chains at no cost. Our user community has since seen an upsurge in payments from this group of customers. We look forward to an opportunity to demonstrate the solution during the vendor selection interview process.
- **Citizen experience through videos-** In 2009, PM AM was the first service provider to introduce instructional videos, which assist citizens in learning permit and payment processes before actually undertaking these functions on FAMS citizen website. This function is no longer unique as it has been copied. The reason PM AM has included this is to assure the that PM AM's yearly goals and the R&D were invested in ensuring that our partner cities are always current for its citizens' outreach. We look forward to an opportunity to demonstrate the solution during the vendor selection interview process.
- **Integrated Document Printing-** In 2008, PM AM partnered with Pitney Bowes (Listed at NYSE with \$2.45 Billion market cap), an industry leader to integrate with FAMS



invoices. This time proven solution assured our customers that invoices being mailed will have zero chance of an error during the stuffing process. This was an expensive and ahead-of-its time solution for a company of PM AM's size; however, it ensured the extraordinary growth that PM AM was experiencing at the time would have no bearing on its ability to continue to perform. These innovations and investments have saved PM AM and our partners from negative media. We look forward to an opportunity to demonstrate the solution and to showcase how other municipalities faced bad PR for their alarm program.

- **Alarm Company Engagement-** In 2005, a year after initial launch, PM AM realized that an important stakeholder to alarm management was not included in the ecosystem of the solution that is used by cities. PM AM collaborated with municipalities and alarm companies to identify functions, features, pain points, and reports that will help municipalities and involve alarm companies through a self-service intuitive platform that is secure through password securities. Since then, alarm companies have routinely used this secure website to verify their customer base as well as upload helpful new information required and in certain municipalities, mandated by alarm ordinances. This practice has eliminated all paperwork that existed prior to FAMS implementation, as well as, unnecessary phone communication and follow-up that used to take place between municipalities and alarm companies. We look forward to an opportunity to demonstrate the solution during the vendor selection interview process.
- **100% web-based FAMS solution-** In 2004, PM AM was uniquely innovative in its approach to launch a 100% web-based citizen portal and administrative portal for alarm permit management and false alarm reduction. All components of FAMS were web-based and these functions and reports were accessible to our partner cities through a browser without introducing any foreign- devices. PM AM has maintained this 100% web-based function to this date, with all its innovations available through a browser. PM AM has reasons to believe that it is the only company to have all its functions and reports available through a browser. We look forward to an opportunity to demonstrate the solution during the vendor selection interview process.

## Awards and Certifications

PM AM has earned several IT Awards and certifications.

- **CJIS Ready**
- **SSAE-16 SOC 1 – Type II**
- **PCI | DSS Compliant**
- **SEI CMMI Level 3 Certified Company**
- **Microsoft “Sequel 2005 Front Runner Status” – Only 185 companies worldwide**
- **Microsoft “Sequel 2008 Front Runner Status”**
- **Microsoft Gold Certified Partner**
- **Microsoft ISV (Independent System Vendor) - Under 12 % of Microsoft partners have achieved this level**
- **Microsoft Custom Development Solutions Competency Certification**



- We are very proud of our most recent certification, becoming a **“CJIS Ready”** (*Criminal Justice Information Services*) solution. This certification was awarded to PM AM after a thorough review of PM AM’s systems, procedures, protocols, and personnel who support the FAMS platform.
- The PM AM | FAMS payment processing system is regularly audited, allowing it to earn its **SOC1 – SSAE 16 Type 2** certification.
- PM AM remains compliant with **PCI | DSS** compliance standards.
- PM AM has maintained **CMMI Level 3** certification since 2008. This certification helps our Technology team in delivering a quality product in FAMS. This certification is granted by Software Engineering Institute at Carnegie Mellon University. This is the most prestigious certification worldwide for software development processes.

- PM AM is also a Microsoft Gold Certified Partner. This certification from Microsoft provides PM AM 40 hours of advice from Microsoft Technology experts on creating state-of-the-art solutions.
- PM AM is a recipient of Microsoft's "Sequel 2005 and 2008 **Front Runner** Status," recognition granted to only 185 companies worldwide. This certification made available best practices from Microsoft technology experts for FAMS database, which in-turn helped PM AM technology team deliver FAMS at an incredible web response time to its partner cities.
- PM AM is a **Microsoft ISV** (Independent System Vendor) Partner. Microsoft provides an opportunity to its partners to submit their solutions and then Microsoft experts look at various components of the solution. If, in their judgment they are satisfied, that the solution is built using the best practices prescribed by Microsoft, they then grant those solutions the ISV status. PM AM is proud to have submitted FAMS to Microsoft and achieved the ISV accreditation. Less than 12% of Microsoft Certified Partners have earned ISV status.

## FAMS CUSTOMER SUCCESS

### Oakland Police Department, CA



Since 2008, PM AM has had the pleasure of working with four different Project Managers. We have made on-site visits with each person and worked to create a relationship with each individual.

PM AM assisted Oakland in implementing their new alarm ordinance in 2009. Oakland's goal for the new ordinance was to reduce the number of false alarms, increase the number of paid alarm permit holders and reduce the amount of administrative time spent operating their alarm program. The numbers speak for themselves.

Permit holders have more than doubled, from under 13,000 in 2009- 2010 to more than 26,000 today. The number of alarms has continued to fall from a high of 24,000 in 2009 – 2010 to under 15,000 today. The total collection rate for the program is at 92%.

#### **Additional assistance provided to the of Oakland by PM AM includes:**

- Onsite training provided to Alarm Program Manager on alarm equipment and its operation.
- Consultations on alarm response issues or ordinance questions are immediately provided when requested by the Alarm Program Manager.
- Continually updating the Alarm Program Manager on major changes in the alarm industry and technological advancements.
- In 2015, PM AM transitioned the Oakland Alarm Program over to PM AM's False Alarm Management Solution (FAMS).
- Under the new FAMS, the PM AM Corporate Website Portal is available to government jurisdictions and businesses with multiple alarm sites allowing the alarm user only one sign-in to access all their permitted sites with Oakland.
- The Oakland School District has taken advantage of this technology.
- The Oakland Alarm Program Manager has requested our expertise on drafting new revisions to the present alarm ordinance. PM AM will leverage our vast knowledge

of alarm ordinance best practices and administrative experience to assist the in the development of the alarm ordinance.

## of Houston, TX ARA Department



In 2009, the City of Houston awarded the False Alarm Billing and Tracking Services contract to PM AM, previously administered by EDS.

The City experienced an immediate reduction in administrative staffing requirements of both personnel and contracted personnel.

Houston has realized extraordinary results from the program, consistently realizing month-to-month and year-over-year revenue growth as a result of PM AM continually introducing creative and innovative techniques to increase alarm ordinance compliance. As a result, the City has increased the number of permits issued and renewed, as well as increasing collections of false alarm fines.

The revenue realized by Houston at the onset of PM AM's contract award in 2009 was \$6.4M, as reported by the then ARA director. Today, PM AM is happy to report that revenues collected and realized in 2019 were \$12.8M, representing an increase of 84%.

## TAB 3 PM AM’S UNDERSTANDING AND APPROACH TO THE WORK

After a thorough analysis of the Pembroke Pines ’s Standard Requirements of Scope of Services, PM AM offers the following technical response.

The main highlights of these services are provided here under, a more descriptive process is outlined immediately after this synopsis. PM AM’s cloud-based software solution meets all the required specifications of the RFP and it has functions and features better geared to meet any future requirements that the Alarm Program may present should it undergo any changes to incorporate more stringent ordinance laws as practiced by some other cities. Since the solution is cloud based, officials have full access to all the options that they need to carry out their functions effectively and efficiently. **This is in sync with the related requirements of the RFP listed under Scope of Services.**

City of Pembroke Pines Scope of Services		
Requirement	Comply/Non-Comply	Page
<b>Permitting</b>		
	Comply	
	Comply	
	Comply	
<b>Alarm Tracking and Billing</b>		
	Comply	
	Comply	

	<b>Comply</b>	
<b>Collections</b>		
	<b>Comply</b>	
	<b>Comply</b>	
	<b>Comply</b>	
<b>Banking</b>		
	<b>Comply</b>	
<b>Customer Service</b>		
	<b>Comply</b>	
	<b>Comply</b>	
	<b>Comply</b>	
	<b>Comply</b>	
	<b>Comply</b>	
<b>Appeals</b>	<b>Comply</b>	
	<b>Comply</b>	
<b>Community Outreach</b>		

	<b>Comply</b>	
<b>Projected Organization and Staffing</b>		
	<b>Comply</b>	
	<b>Comply</b>	
	<b>Comply</b>	
	<b>Comply</b>	
	<b>PM AM uses no Sub-Contractors on this program</b>	



## Permitting

PM AM's False Alarm Management Solution (FAMS) supports the permitting process for the citizens choosing to register their permit, maintain the permit status throughout the age of a permit along with any annual updates like contacts etc. as well as built-in innovative processes to identify non-compliant locations:

- Identify and engage locations with False alarm that are not registered
- Engage with alarm companies to identify non-permitted locations based on the alarm company subscriber listings
- Verify each permit holder's address in the City by utilizing a up to date GIS file

Permit information is kept updated throughout the contract and can be searched by;

- Permit Holder name
- Key Holder information
- Phone numbers
- Billing address if different from permitted address
- Email addresses of all contacts

FAMS has implemented an inbuilt function to validate the permit address with GIS in real time whether a permit is applied online, or it is received in a paper form at the lock box, or it is being entered by our data entry specialist.

FAMS provides multiple ways to your citizens to apply for a permit:

- Traditional mail-in application process
- Interactive self-service web portal application
- iPhone and Android app, chat bot and Facebook messenger to apply for a permit

The processes are already implemented for and no assistance is required from the City to manage this process.

**This section meets the requirements of the RFP listed under Scope of Services, Requirements, Permitting.**



## Alarm Tracking, Billing and Accounting

FAMS can be set up to import Pembroke Pines alarm incidents from the 's CAD and generates notifications and invoices as required by the ordinance.

FAMS is an integrated billing and accounting software. Unlike working with external accounting applications like Quick Books, all billing, collections, account receivables are part of FAMS™. The invoices are generated and sent on 's letterhead with the proper identification of the lockbox details, this section of the invoice can be simply detached by the permit holder and sent along with the payment.

The software solution deployed has necessary checks and balance to reconcile all the permit and false alarm data that are invoiced, payments that are received, refunds that are issued and any adjustments there are carried out in FAMS.

A detailed Month-end closing accounting statement is sent out to every month that self-reconciles to the previous months balances and provides a transaction level detail along with the summary for all the new accounting activities that took place in the current month.

PM AM Maintains SOC-1 audit from repeated audit firms like BDO. The whole operation is fully transparent, and all the documentation needed by the are available for any audit. Similarly, all online payments are routed through gateways and all online transactions remain PCI compliant at all times.

PM AM has established a good workflow for the collection services, however should the desire to engage a third party collection agency then PMM is willing to integrate the data exchange and cooperate to work with the third party collection agency at no extra cost.

As such, personnel are provided with online real-time access to view all account statuses at any time. This integrated approach saves time and money and improves data accuracy since all the information is integrated as part of one system.

**This section meets the requirements of the RFP listed under Scope of Services, Requirements, Alarm Tracking and Billing.**

## Collections

PM AM routines realizes the highest collection rates in the Industry for our partner cities. The FAMS accounts receivable solution is a complete integrated solution which maintains all invoices, payment details, statements, and financial accounting details and is available to the officials on a real time basis. Additionally, PM AM provides a monthly financial report with full details of invoices, payments, adjustments, refunds etc.

PM AM takes the full responsibility of collecting all fees, fines and charges of delinquent accounts and depositing them through a lock box bank account.

**This section meets the requirements of the RFP listed under Scope of Services, Requirements, Collections.**

## Banking

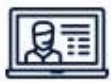
The City of Pembroke Pines can continue to use the same banking arrangement that is in place today in reference to the alarm program. Monthly PM AM will invoice the City for our program share.

**This section meets the requirements of the RFP listed under Scope of Services, Requirements, Banking.**

## Customer Service

PM AM has a dedicated staff of customer support representatives, the trained staff respond to customers phone calls thru a dedicated toll-free number in real time and emails the same day, emails that are received late are responded to next day, 99%+ responses include comprehensive details based on the question and resolved with a single response.

Monica Del Rosa and Richard Quiroz spearhead a committed team of Customer support specialist and data entry specialist that carry out the permit entry, payments and appeal process as required in a timely fashion, usually within 24 hours so all the information is available to Monica and CSRs to help staff and citizens. We take pride in responding to Pembroke Pines 's request, in most cases same day otherwise within 24 hours and we have dedicated Monica Del Rosa as a single point of contact for Pembroke Pines 's Alarm Administrator.



The efficiencies in all the department's result in 90% plus single called resolution for the City 's citizens whereas the industry average is under 60% for first call resolution.

This Customer care service is further boosted for citizens, FAMS offers a state-of-the-art citizen self-service portal accessible from the 's website 24/7 allowing your citizens to apply for permit, pay fees and fines, and update contact information in real-time. The portal provides an un-matched citizen experience by providing video demonstrations for the important functionalities to first-time visitors. More importantly, the self-service portal provides educational content focused on false alarm reduction coupled with the false alarm academy.

More tools and access points like Live Chat, Chat bots and FAMS integrations with Facebook Messenger provides more platforms and avenues to citizens to carry out their alarm ordinance responsibilities effortlessly at their timetable.

**This section meets the related requirements of the RFP listed under Scope of Services, Requirements, Customer Service.**

### Hearing and Appeals Support

FAMS stores, updates, and maintains the complete documentation required for appeal hearings. This allows cities to conduct appeal hearings using PM AM's portal or dedicated administrative staff that work under Monica Rosa and Richard Quiroz.

The new FAMS intuitive appeals module provides the flexibility to the hearing officers to review the complete historical information in real-time along with the requested Appeal's information. This enables them to make informed decisions in a timely manner. This process is compliant with the 's False Alarm Program Appeals Policy (Exhibit B).

**This section meets the requirements of the RFP listed under Scope of Services, Requirements, Appeals Support.**



## Community Outreach

PM AM's current processes and messaging provide an ongoing message to the community about the issue that the Alarm Program addresses. As an example, the content on the web page that PM AM constructed for the City includes the alarm ordinance which states why the city has this ordinance. By providing The Alarm Company Portal the platform will highlight addresses that are not permitted and empowers PM AM to reach out to these citizens and inform them that they need to permit and increases compliance and awareness of the Alarm Program

**This section meets the requirements of the RFP listed under Scope of Services, Requirements, Community Outreach.**

## Projected Organization and Staffing

PM AM is the primary company for this project and will use no sub-contractors to fulfill its obligation.

Monica De La Rosa is the Program Lead for the City of Pembroke Pines and supported by a team in the Dallas office, we have included the team's experience and years of service in this proposal.

**This section meets the requirements of the RFP listed under Scope of Services, Requirements, Project Organization and Staffing.**

## PROJECT METHODOLOGY

After a thorough analysis of the 's specific false alarm billing and tracking services requirements and objectives, the PM AM FAMS **100% web-based** turn-key solution will be comprised of **10 core processes** to deliver upon the 's program expectations.

- |   |                                  |    |                                 |
|---|----------------------------------|----|---------------------------------|
| 1 | Alarm Permitting and Renewal     | 7  | Hearing and Appeals Support     |
| 2 | False Alarm Tracking and Billing | 8  | False Alarm Reduction Processes |
| 3 | CAD                              | 9  | Public Service Information      |
| 4 | Collections                      | 10 | Data Security and Reliability   |
| 5 | Customer Service                 |    |                                 |
| 6 | Reporting   Analytics            |    |                                 |

## 01

**ALARM PERMITTING AND RENEWAL**

PM AM maintains the alarm permit information for the in real time. Citizens and businesses can apply online for permit registration or can use traditional paper applications.

FAMS customer service staff is always available and are trained to provide step-by-step guidance to callers for completing the permit application. This service is available in English, Spanish and 175+ other languages as required by the caller. Messages left after-hours are returned the next business day.

PM AM was the first alarm service provider to launch its 100% web-based alarm company engagement web portal in 2005. PM AM has an established relationship with national level alarm companies to manage cities expectations with the alarm companies. PM AM's alarm portal plays an important role in managing customer data of alarm companies in a speedy and timely fashion. This seamless process ensures that alarm permits are acquired by existing, as well as new alarm-holders.

The alarm company portal allows PM AM processes to identify non-permitted alarm company customers. Additionally, PM AM validates that all false alarms are matched to valid permit holders. All non-permit holders who have false alarms, along with non-permitted locations of Alarm Company customers, are engaged through notices, bills and phone calls. This list of non-permitted locations are made available to officials.

**The Right Information**  
Alarm permit  
information is always  
available 24 x 7

**Alarm company portal**  
will help find the non-  
compliance citizens

**USPS® Address**  
integration, mail always  
delivered

All the addresses are GIS verified before they are allowed to be stored in FAMS. This process certifies that the permitting and alarm management service is offered to only addresses that are in the City. PM AM has followed this process since its inception.

PM AM's citizen self-service portal is custom-designed to match the website appearance and is integrated with the 's existing website, striving to create a safe, transparent, and risk-free environment to the community. The portal makes the permit application process easy and accurate, and completed applications are presented to the citizen for review prior to submission.

PM AM's custom-designed videos, available at the citizen portal empowers citizens in learning the permitting and payment processes. This innovation was introduced by PM AM in 2009. This process has since become an industry standard, followed by all other players.

FAMS at the minimum maintains the following information for the permits. Additional information as requested by the can also be captured.

- Permit number
- Permit issue date | Expiration/Renewal date.
- Permit name, alarm site address with apt/suite #, phone number, and email address of the person responsible for proper maintenance.
- Type of property (residential | commercial | exempt).
- Permit Type: Permit holder | non-permit holder
- Permit Status: Active | Inactive | Cancelled | Suspended etc.
- Billing name, address and contact information (if different).
- Holder name, address and contact information (if different).
- Name, address and contact information for the alarm company responsible for installing | monitoring the alarm system.
- Type of alarm system
- Date of installation
- Names and phone numbers of contact persons.
- Date of 1<sup>st</sup> and subsequent suspensions
- Date of reinstatement etc.

Additionally, FAMS provides multiple portals to the staff, dispatchers and officers, allowing them to search or cross reference permit information by permit holder name, address and multiple search criteria to view the account history and alarm enforcement actions. These portals also allow the staff to review and audit all data associated with permits, collections, monthly statements, as well as run ad hoc reports as needed.



**Example:** In 2012, the City of Houston underwent a financial audit conducted by external auditors. The City of Houston False Alarm Management program, which generates over \$10M in revenue, was included in the scope of the audit, and Houston requested that PM AM provide reports and transaction details for all citizen accounts for the auditors to review. PM AM provided all required reports and data within 7 days. **There were zero exceptions found by the auditors.**

## Permit Renewal

Our rule-based billing process eliminates errors and sends accurate permit renewal notices to citizens. Several reports are reviewed by the Billing Specialist to verify all permit renewal notifications have been processed correctly. As mandated by the 's Alarm Ordinance, FAMS provides well-defined processes to generate approved letters, invoices and electronic notifications to residences and businesses. Notices are sent 45 days prior to the permit expiration date, thus providing ample time to citizens to pay and remain compliant with the 's Ordinance.

## Continually Updated Permitting Renewal Payment Information

PM AM provides citizens an opportunity to update the responsible party and key holder information in real time in the citizen portal or by informing PM AM through phone calls or written correspondence. Such best practices result in assisting police officers responding to alarm calls/emergencies.

# 02

## FALSE ALARM TRACKING AND INVOICING



False Alarm billing module is flexible, configurable and works on the rules engine that are incorporated from the 's Alarm Ordinance.

False Alarm Incidents can be imported into FAMS daily without any operator intervention. Incidents are matched and billed on a frequency as approved by the City. The false alarm fines and the billing frequency can be modified at any time during the contract period.

FAMS is a configurable solution with the flexibility to modify alarm ordinance attributes to reflect new changes in the alarm ordinance as needed. This allows our customers to make changes or adopt revisions to their ordinance from time to time without worrying about PM AM's ability to incorporate these changes.

Based on this customizable rule-based solution, FAMS adopts the billing criterion and all associated fees including false alarms charges that are billable based on the location type (residential, commercial, exempt) false alarm count, and the total fine for each location.

Invoices are sent to the citizens to inform them of any violations of the alarm ordinance on a frequency specified by the City. The invoices provide historic false alarm details and fines so the recipient is able to cross reference the invoice with the 's municipal code requirements.

This provides your citizens the confidence in the alarm program and they pay their invoices in time. Invoices are sent with the following information:

- Account number, Invoice number and Invoice date
- New incidents for false alarm. All incidents are verified by FAMS business rules that are initially set and tested in accordance with the ordinance

- Time, date, type, sequence number, and response fee for each new incident.
- Amounts paid, adjustments
- Amount of previously unpaid or delinquent response fees outstanding
- Procedure to appeal a response fee
- History of incidents etc.

FAMS provides multiple portals to the City staff, dispatchers and officers allowing them to search or cross reference permit information by permit holder name, address and multiple search criteria to view the account history and alarm enforcement actions. These portals also allow the City staff to review and audit all data associated with the permits, collections, monthly statements and run ad hoc reports as needed.

All correspondence including invoices, delinquent notices, email notifications, permit applications etc. are approved. Once citizens receives these notifications, they have several ways in which to pay the bills:

1. Go to secure citizen web site and pay
2. Pay through their phone using FAMS- ALARM app
3. Send payments through USPS mail
4. Walk-in to the 's cashier desk

Citizens with questions call a toll-free number that is provided on the bills. Trained and tenured Customer Support Representatives handle their questions and provide them the right platform to pay their bills.

- Current best practices in alarm ordinances include a provision for the suspension and reinstatement of alarm response based on criteria defined by the agency, e.g. too many false alarms or non-payment of alarm fees or fines. Efficient enforcement of these types of provisions require dispatch operators to know which locations are changed to or from a "limited/no response" status, the interface with Motorola will be very useful in accomplishing this goal;
- In addition, we find that increasing numbers of Dispatch Operations seek actionable information gathered in the alarm permit process such as current alarm system contacts and site conditions to enhance officer and public safety. The interface between the alarm management system and the 's Motorola CAD system will facilitate such information to the dispatch.

PM AM maintains a comprehensive IT Disaster Recovery and Business Continuity plan that ensures daily backup of our application's critical data to achieve recovery point objective of 24 hours.

# 03 CAD



PM AM will continue to acquire Cad Data as it has over the life of the existing program.



**FAMS™** | CAD Communication Interfaces

# 04

## COLLECTIONS

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PM AM routines realizes the highest collection rates in the Industry for our partner cities.

The FAMS accounts receivable solution is a complete integrated solution which maintains all invoices, payment details, statements, and financial accounting details and is available to the officials on a real time basis. Additionally, PM AM provides a monthly financial report with full details of invoices, payments, adjustments, refunds etc.

PM AM takes the full responsibility of collecting all fees, fines and charges of delinquent accounts and depositing them through a lock box bank account.

From time to time, PM AM comes across delinquent accounts where proper information is not available. PM AM uses additional steps as outlined below to recover the fines and charges on the delinquent accounts.

### **Return Mail and Collections through Skip Tracing**

PM AM employs a proactive and reactive skip tracing processes to process return mail and track alarm users to clear outstanding balances in a timely fashion by tracking their contact information changes. Our most effective skip tracing process is a proprietary database that is number one in the nation and is routinely used by law enforcement agencies as well. This service comes at a high cost, but PM AM invests in such services and tools to ensure our leadership in the industry.

**We also use the following methods for skip tracing:**

**Forwarding Addresses**

PM AM has identified processes and software that is updated every 10 days by USPS and provides forwarding address information to PM AM. This enables PM AM to track and reach out to debtors and forward outstanding invoice information to the correct addresses.

**Integration With 's Water/Utilities Database**

PM AM has developed processes to integrate perform skip tracing through various cities water/utilities database and provides citizen's updated address and phone number. Such processes provide most up to date and accurate information. PM AM utilizes this information to engage with citizens who have moved to a new address in the City but have not paid the outstanding charges.

**Other Skip Tracing Methods**

PM AM has also developed processes to perform skip tracing utilizing several other informational databases. These databases include:

<ul style="list-style-type: none"> <li>• <b>Online Criss-Cross Directories</b></li> <li>• <b>Google</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Contacting the alarm companies</b></li> <li>• <b>Yellow Pages</b></li> </ul>
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FAMS provides multiple portals to the staff, dispatchers and officers allowing them to search or cross reference permit information by permit holder name, address and multiple search criteria to view the account history and alarm enforcement actions. These portals also allow the City staff to review and audit all data associated with the permits, collections, monthly statements and run ad hoc reports as needed.

PM AM at its own expense, regularly performs an audit of its financial controls, data security and alarm management services through an independently- certified firm and shall be delighted to share its latest **SSAE- 16 SOC I** report, as needed by the City.

**Collection Process**

The processing of all funds associated with the FAMS environment is thorough and complete.

### The FAMS collections system includes the ability to:

- Input cash receipts indicating which charges/fees to apply payment;
- Apply partial payments;
- Process payments the same day
- Process and record returned checks;
- Accept credit card payments transactions via the Mobile app, online and phone;
- Accept bank routing information for online e-payment transactions.

### Adjustments

FAMS allows adjustments that the City officials may deem necessary on the invoices that were sent out. An example of this is an alarm that was disposed of as false and later it was determined to be true but the information of the alarm being true was not communicated to PM AM. In such events FAMS allows a functionality to enter the true alarm for a prior date. This aids in the documentation for any adjustments/cancellations that are requested by the City.

### Refunds

Alarm Companies/citizens at times may send overpayments, PM AM has a transparent process through which all refund requests go through two levels of authorization and are submitted to the City for taking the appropriate action. Once payments are received from the City, PM AM will remit a refund check to the individual/business accounts and or alarm companies.

## Meeting Collection Goals

PMAM's ability to meet up to 90%+ collections goal is based on utilizing FAMS collection processes as outlined in this section and supported by the other program process areas. FAMS uses scientific processes and payment trend analysis to identify which outstanding collections require attention. Additionally, PMAM's ability to deliver superior service from its Customer Care Center will create a great customer experience for the 's citizens. PMAM has utilized these processes to deliver the highest collection percentages possible with its current partners.

## Increased Alarm Program Margins

PM AM's relationship with industry leader, Pitney Bowes is almost a decade old. During this period, both sides have collaborated to create unique processes that fulfill the current



demand of accuracy and speed with which large volumes of postal mail needs to be sent out every month.

PM AM utilizes the current mailing technologies that qualify its mail for bulk mail discounts, this will deliver additional costs savings to the City.

### **Undeliverable Mail**

USPS national studies suggest that 17 percent of consumers and almost 20 percent of businesses move every year and the cost of handling "Undeliverable as Addressed" (UAA) mail is estimated at \$2 billion annually. Advanced technology solutions are now available that constantly update the most current address information into the United States Postal Service database.

The Industry estimates that the 17% inaccurate mailings could cost the City a substantial amount of the false alarm revenue. This otherwise unrecoverable revenue is easily collected by PM AM as we use processes for eliminating mailing errors for our partner cities include using the forwarding information for alarm holders to reduce incorrect addresses, wasted mailings and utilizing latest industry leading solutions to obtain updated and current address information prior to mailing.

# 05

## CUSTOMER SERVICE

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### Citizen Self-service web portal

FAMS is a safe and reliable self-service web portal that is custom built for each City. This portal allows the citizens to complete online payments, educate citizens about false alarm reduction methods, complete alarm awareness with optional online tests etc. It is critical to give citizens a self-service portal with 24 hours, 7 days a week availability.

The City of Pembroke Pines citizen web portal at a minimum will accomplish the following objectives:



#### Alarm & Billing History

Citizens can log into FAMS secured area to check all historical False Alarms history, unpaid bills, and contact information. Citizens can access such information at no additional cost or fee. Most importantly, citizens are able to update their contact information online.

This will enable first responders to have the most accurate data for each alarm location.



### Bill Payment

Citizens will routinely pay bills from the comfort of their home using FAMS easy-to-use, no-hassle, reliable, and proven citizen portal. FAMS citizen portal is secured through 256-bit encryption and is PCI compliant.



### Citizen Education & Awareness

Citizens can review the educational content focused on reduction of false alarms and also undergo the false alarm prevention class. Citizens with limited access to internet/knowledge to internet will be able to receive the educational material via USPS. They can also review information related to the 's alarm ordinance like fine schedule, police response, appeal process etc.



### Email Notifications

Citizens receive email notifications for outstanding bills, payment confirmations etc.

Citizens can also opt-in to receive email notifications on false alarms educational material as well as tips to reduce false alarms.

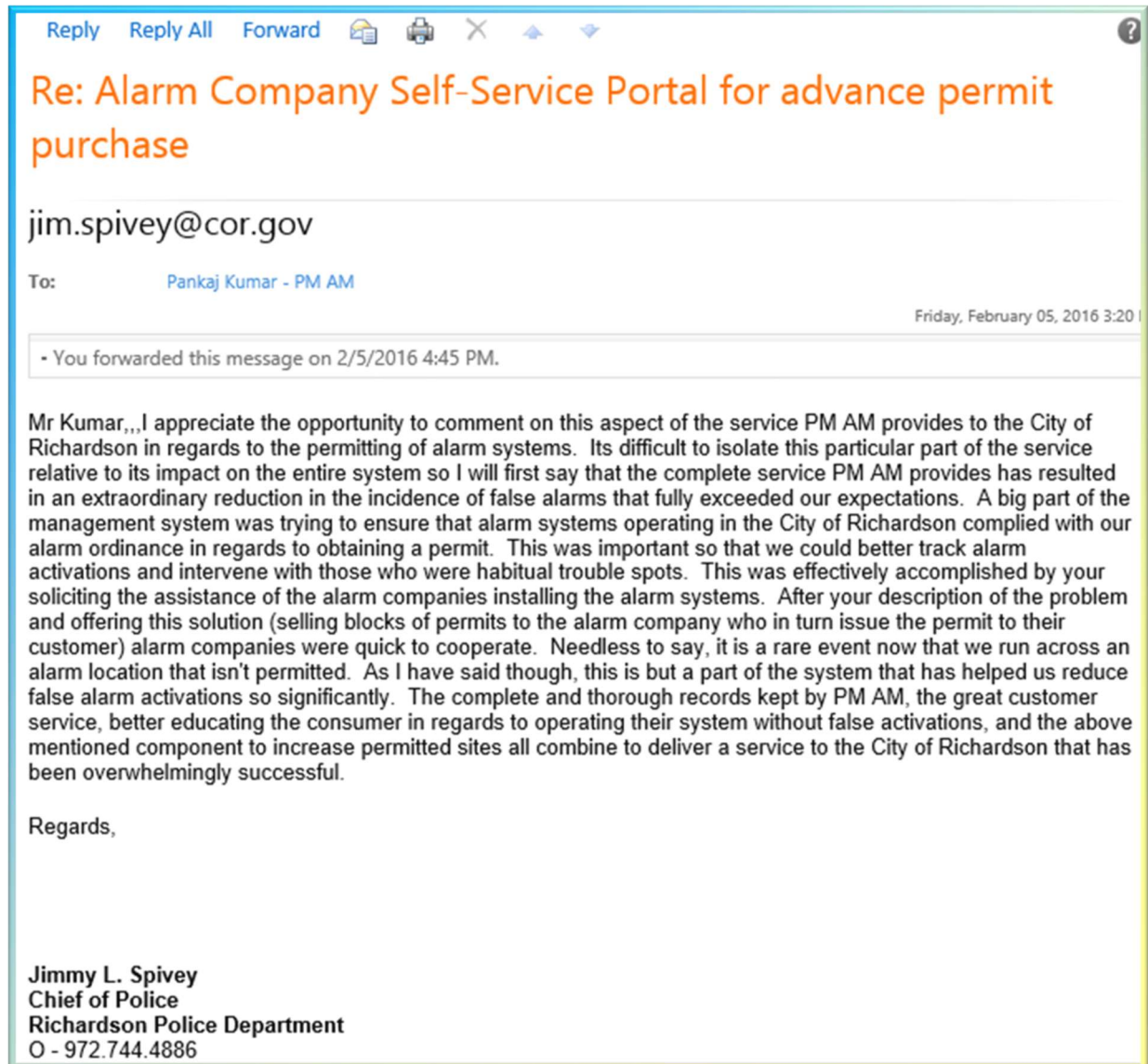
Permit holders are also provided an option of paying by USPS mail, FAMS has provisions so the City can process walk-in citizen payments at the 's cashier desk, additionally PM AM provides payment by phone apps, as well as through an automated IVR phone system. All payments are deposited to a designated bank account.

## Security Alarm Company Self-Service Portal

PM AM engages Alarm security companies through a portal that is specifically built for the security companies, PM AM has invested significant research and money for creating this engagement strategy for the security companies. Some of the main functions are listed below:

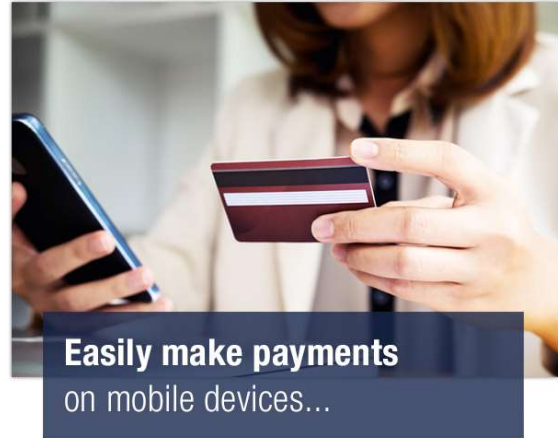
- **Compliance** – Alarm security companies check their customer list to determine if all of their customers are compliant with the City ordinance. This way, alarm companies can update the missing alarm customers that require alarm permits.
- **Identifying Non-Compliance** – PM AM also requests alarm security companies to upload their customer lists to this portal, so FAMS can identify non-compliance.
- **Reduction of False Alarms** – PM AM routinely provides security companies with a list of the 's high alarm violators and ask for assistance that their systems are operating correctly. Identifying systems operating outside of tolerances can significantly reduce false alarm calls.
- **Self-service Capability** – The self-service portal has several reports so the alarm security companies are more engaged with the 's alarm program.

The following email from a Police Chief goes a long way in establishing that this process of PM AM is of immense help to the cities.



## Mobile Strategy

PM AM defined its mobile strategy in 2014 and launched its full-service Smartphone apps for iOS and Android devices. Using these apps, cities have an option to push notifications to the citizens through Smartphone apps that helps in reducing the false alarms at the same time, providing ease to the citizens to pay as well as perform all functions that they can perform through written correspondence or at the citizen website.



In 2017, PM AM launched a full-fledged Smartphone app meant only for City employees in different departments, this app identifies the non-compliant/permitted locations that are operating alarm systems without a permit. officials find this app very helpful in engaging the business community through multiple channels and departments.

PM AM's recent innovation in the social network space is to create an app for the citizens where they can perform all alarm related functions from the comfort of Facebook and other social media platforms.

These latest platforms that are intuitive and easy-to-use are best explained during in-person demonstration.

Citizens hesitant to over-populate their phones with apps can also view the citizen website that automatically presents the Mobile version on Smartphones.

## Customer Service Center

The City will have dedicated toll-free calling number for its citizens to contact the PM AM service centers. This allows them to easily apply for a permit, obtain account information, understand the 's ordinance and receive immediate assistance from multiple customer care representatives for questions related to permits, billing, payments and the alarm ordinance.

This is in addition to the citizen web-portal and Mobile apps that are available to the citizens. PM AM Customer Support Group provides services in English, Spanish and also offers translation services in 175+ different languages.

All PM AM staff undergo a comprehensive background and drug test and as such, the company has zero tolerance for the use, possession of drugs or alcohol, or being under the influence of such controlled substances while on duty.

Our Customer Care Representatives are well-trained in alarm-related questions. It has been our experience that the trained customer service representatives are able to resolve 90+ percent of issues in a single call, outside of appeals process where the decision comes from City Officials. PM AM has integrated email and fax platforms in FAMS, resulting in

- Emails are sent to the citizens before the phone conversation is concluded.
- Businesses preferring a fax message are sent requested information via fax before the phone conversation is concluded.

PM AM has the **Same Day Call Back Policy** in place for any voice messages left after office hours, this results into high level of customer satisfaction.

All calls are monitored by the customer support supervisors in real-time. They are able to listen to live service calls and coach the customer service team in providing superior customer service. Supervisors are mandated to undertake Call Quality Audits on a regular basis and document the findings. These audits are reviewed by the Director of Operations and becomes the basis to conduct training sessions to continually improve Customer Care team's performance.

PM AM's Support Centers have a built-in redundancy so in an event of a natural disaster if support center is impacted, the customer support operations can be transferred to other support centers within 15 to 30 minutes. Currently, PM AM operates customer support centers in Dallas, TX, Houston, TX and Colorado Springs, CO.

## Customer Care Philosophy

PM AM understands that the City has high customer service expectations. PM AM seeks the highest degree of professionalism and courtesy in our service representatives and provides extensive customer service training to each employee before they start taking live calls.

Our Customer Care team are constantly reminded of courtesy and professional standards

- Clearly identify yourself, the nature of the call and what action is required of the alarm user.
- Provide a call back telephone number.
- When finding it difficult to get business alarm users, try to call early in the morning or later in the evening when more time may be available.
- Remember the difference between customer service and citizen service. You are representing the City and the person you are calling expects their government to be very responsive.
- Answer the phone pleasantly and maintain a pleasant demeanor while on the phone.
- Know the ordinance and all information regarding its compliance.
- Keep remarks of the contacts you make in the FAMS notes section. These notes are crucial for future contact of when City officials wish to check on an alarm user citizen account. Note dates for follow-up.
- Know what you want to say before returning a call.
- Do not do things such as open mail, do paperwork while on the phone. The person you are talking with will know you are distracted.
- Before disconnecting the call, one should recap the reason for the call, the resolution provided and that the expectation has been met and caller is satisfied.

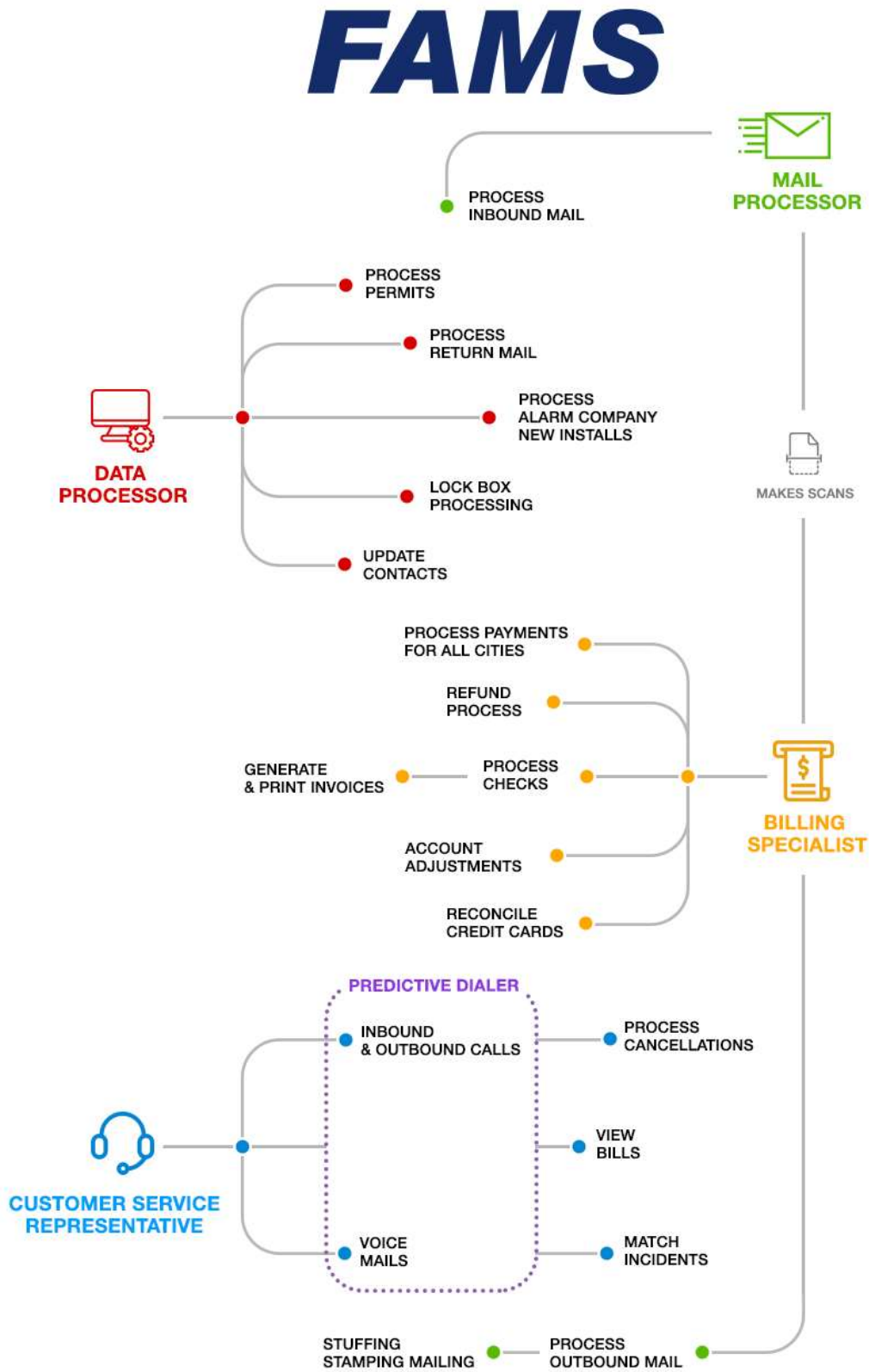
## Citizen Service Representative Team

**The alarm administration team includes specific roles and specialists:**

- Alarm Matching Specialist
- Billing and Payment Specialist
- Customer Care Specialist
- Document Specialist



Figure 1 Our Customer Care Team Roles



## 06

**REPORTING | ANALYTICS****Reporting and Data Management**

PM AM has a large user community that constantly provides its inputs, PM AM places a special attention to these very important and valuable inputs. As a result, FAMS currently caters to more than 100 reports, all these reports are available to the City alarm administrator and other officials through the administrative web-portal.

The ever active user-community of FAMS had expressed a need of having these reports in a format that can be integrated with other reports, for this purposes PM AM has made the majority of the reports available in Microsoft Excel and PDF formats. These as well as future reports are available to the City at no additional cost.

We have listed a few reports that we believe are more relevant to the City of Pembroke Pines and provides insight on FAMS reporting capability to the :

- Monthly report of all revenue collected and deposited along with its details.
- Number of permits issued and renewed.
- Number of alarm calls including the false alarms by count and site type.
- Full alarm history including appeal, reviews and final disposition of the review;
- Details of bills generated for permit issuance, renewal, false alarm fines etc.;
- Details of fees and fines received for permit issuance, renewal, false alarm fines etc.;
- Details of violations/citations issued and collected for failure to obtain a required permit.
- Listing of alarm users by number, name, address, alarm company or police districts
- Outstanding bills with aging of past due balances 30 days, 60 days etc.
- Top offenders list with ability to break down by hours, days, months, etc.;

## Dashboards and Analytics Reports

PM AM's innovative journey of building drillable dashboards started with its first client in 2004. This functionality has since been copied by almost all industry players however cities still enjoy the unique prospective that FAMS presents them through its dashboard and analytical reports.

# 07

## HEARING AND APPEALS SUPPORT

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FAMS has an intuitive appeals function that has all the information required by the hearing officer. The City has following 2 options for conducting the appeals.

### **In-Person Hearings**

When a citizen elects the option to have an in-person hearing, the invoice provides the needed information to call FAMS Customer Support, or fill out a form provided on the citizen website and submit it by email or USPS to request the hearing.

Alternatively, in cases where the permit may have been revoked due to excessive false alarms, a revocation notice is mailed to the citizen along with the instructions to request an appeal hearing. The FAMS solution provides a function for scheduling appeal hearings that allows the City to schedule the requested hearing in the time slots that the hearing officer has notified FAMS that he or she is available. This is similar to the court docket system.

### Alternative Process for Appeals by Mail

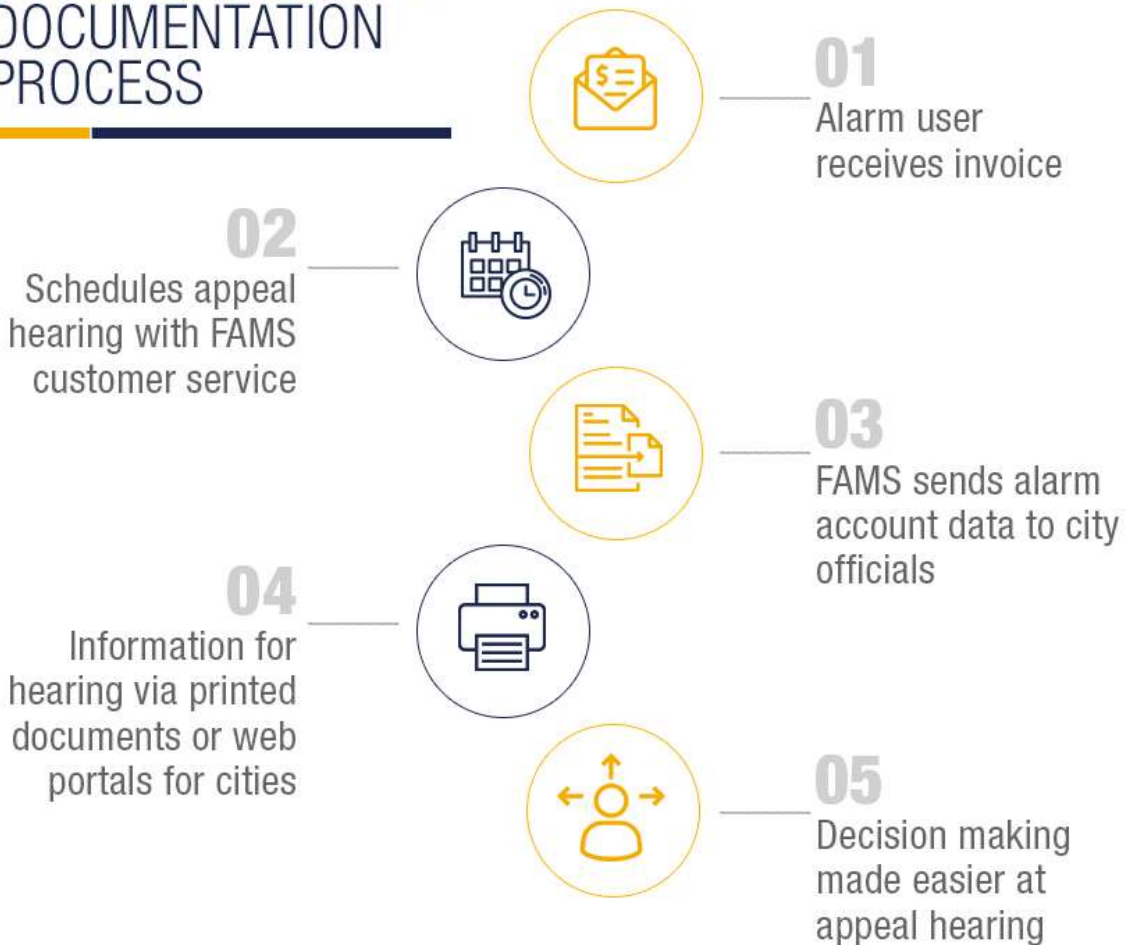
When a citizen elects to appeal, the CSR who takes the information by phone or by mail will submit the appeal request on citizen’s behalf for the hearing officer to review at his or her convenience.

In the case of both in-person hearings and appeals by phone, the hearing officer enters the appeal decision into the FAMS solution. Once this information has been provided, a FAMS CSR will generate a notice to the contestant providing the appeal’s decision.



**Appeals - Hearings**  
as simple as holding them from your local Starbucks.

## APPEALS HEARING DOCUMENTATION PROCESS



# 08

## FALSE ALARM REDUCTION PROCESSES



PM AM has a 360-degree view of the false alarm problem and it has devised a comprehensive outreach and educational approach to engage citizens as well as business communities. It starts with:

### Repetitive False Alarm Violators Identification

FAMS has specific reports that present repeat offenders who are responsible for high number of false alarms.

### Outreach by phone calls

All false alarm locations receive a courtesy phone call from PM AM educating them about the problem and the steps they can take to avoid future false alarms and avoid financial liabilities.

### Educational CD

In 2007, this approach was modern and innovative. Since its launch by PM AM, the industry has adopted this practice and this engagement strategy is offered by almost all industry-players. The CD educates alarm users about the impact of the false alarms on police resources and how such calls take otherwise limited police resources away from true emergencies. This educational CD is available in English and Spanish languages. The CD is provided by PM AM, at no cost to the City.

## Online False Alarm Academy

The False Alarm Academy is an online school that allows your citizens to learn false alarm prevention strategies and complete a test for understanding how to prevent future incidents. The Academy can be established as part of an online process with a secure login/password.

## 09

**PUBLIC SERVICE INFORMATION**

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**Citizen Outreach Plan**

The PMAM outreach team will create a comprehensive citizen outreach plan in coordination with the City staff to create public awareness about the alarm ordinance to the residents and businesses through multiple channels. The plan will include the following elements:

- Public announcements in community newspapers
- Water bill inserts
- Content of the False Alarm Reduction Academy
- Newsletter updates and website content





# FALSE ALARM CALLS ARE A SERIOUS PROBLEM

**97-99%**

ALARM CALLS RECEIVED ARE FALSE

All alarm users in Pembroke Pines, FL are required to register their alarms with the and operate their alarms in an efficient manner.

## PEMBROKE PINES, FL



### Reduce

false alarm calls  
by operating your  
system properly



### Register

your alarm and get  
the permit renewed  
every year



### Improve

the efficiency of  
public safety  
agencies



### PEMBROKE PINES, FL

eGovernment Center: <https://www.pines.com/>  
Mailing Address: xxxxxxx, xxxxxxx, xxxxxxx, xxxxxxx  
Physical Address: xxxxxxx, xxxxxxx, xxxxxxx, xxxxxxx  
Hall Annex Address: xxxxxxx, xxxxxxx, xxxxxxx, xxxxxxx  
Switchboard: 000-000-000  
TDD: 000-000-000

Water Bill Insert

**IMPORTANT CITY NOTICE**

# ALL ALARM SYSTEMS MUST HAVE A PERMIT

**All homeowners and business owners within Pembroke Pines, FL, are required by Resolution #XX-XXXX to register their home and / or business alarm systems.**

**The annual registration fee for a Residential burglary alarm system without a panic alarm system is \$XX and is \$XX with a panic alarm system.**

**The annual registration fee for a non-residential burglary alarm system without a panic alarm system is \$XX and \$XX for a hold-up or panic alarm system.**

**Failure to register the alarm system can result in a misdemeanor with fine of up to \$XX.**

**To avoid penalty, register your alarm system with Pembroke Pines, FL, by using one of the following options:**

**ONLINE**  
**REGISTER AND PAY**

www.ppin.es.com  
[Select Alarm Registration]

**MAIL**  
**CHECK TO**

Pembroke Pines, FL  
Alarm Program  
P.O. Box XXXXX  
XXXX XXXX XXXXXXXX XX.  
Pembroke Pines, FL 33025

## 10

**DATA SECURITY AND RELIABILITY****Cyber Security and Service Level Agreements**

FAMS is a **100% web-based** solution and does not require any hardware, peripherals or any **foreign- devices** to be introduced in the cities secure IT environment.

PM AM's False Alarm Management Solution (FAMS) is designed, developed and deployed per the robust and time-proven 256-bit Secured Socket Layer (SSL). SSL ensures an encrypted link between the server and the client and transfers the data using 256-bit encryption. FAMS has an inbuilt mechanism to also support legacy browsers that have limitations and can only work with 128-bit SSL encryption. Access to key menus that are important and considered valuable like billing, payment processing at PM AM's end etc. is further restricted, and such options are only available to known and approved IP addresses. This way, intrusion from unknown IP addresses is restricted.

The access to FAMS application is allowed through authenticated login credentials only and the access is available only to authorized users. The user authorization and authentication determines the menus that are available to the user who has logged in through a password verified process. All passwords are first encrypted using the Microsoft certified techniques before these data elements are stored in the database. This way, even the database visibility does not reveal a password. This scheme is applicable to all users with no exceptions.

PM AM provides a hosted False Alarm Management solution to the City. The hosting is provided by Rackspace Hosting, a top tier dedicated hosting company located in the United States. The servers are dedicated servers of PM AM with security to provide limited access to approved IP addresses along with other standard security measures like firewall

etc. FAMS system availability uptime and responsiveness is directly correlated to Rackspace's leadership in providing optimal data center and application hosting services. ***Since 2004, FAMS has never experienced a downtime incident.***

All system updates and upgrades are performed by PM AM staff and are inclusive to the program at no additional fees or costs to the City.

## Data Security Practices

Rackspace follows strict security practices

### Physical Security

- Data center access limited to Rackspace data center technicians
- Biometric scanning for controlled data center access
- Security camera monitoring at all data center locations
- 24x7 onsite staff provides additional protection against unauthorized entry
- Unmarked facilities to help maintain low profile
- Physical security audited by an independent firm

### System Security

- System installation using hardened, patched OS
- System patching configured by Rackspace to provide ongoing protection from exploits
- Dedicated firewall and VPN services to help block unauthorized system access
- Data protection with Rackspace managed backup solutions
- Optional, dedicated intrusion detection devices to provide an additional layer of protection against unauthorized system access
- Distributed Denial of Service (DDoS) mitigation services based on our proprietary Rackspace PrevenTier™ system
- Risk assessment and security consultation by Rackspace professional services teams

### Operational Security – the Rackspace Infrastructure

- ISO 17799-based policies and procedures, Regularly reviewed as part of our SAS 70 Type II audit process
- All employees trained on documented information security and privacy procedures
- Access to confidential information restricted to authorized personnel only, according to documented processes

- Systems access logged and tracked for auditing purposes
- Secure document-destruction policies for all sensitive information
- Fully documented change-management procedures
- Independently audited disaster recovery and business continuity plans in place for Rackspace headquarters and support services

### **Operational Security – Customer's Application Environment**

- Best practices used in the random generation of initial passwords
- All passwords encrypted during transmission and while in storage at Rackspace
- Secure media handling and destruction procedures for all customer data
- Rackspace Security Services can provide guidance in developing security processes for compliance programs

All these processes are responsible for providing a secure and fail-safe private cloud solution to the City.

## TAB 4 PROJECT COST

PM AM proposes a revenue split with the City according to the following revenue (total permit fees, renewal fees, false alarm fines, reinstatement fee, civil penalties, late fee, alarm company civil penalties and any other fees or fines) amounts

PM AM proposes the below split of monthly alarm program fees collected:

<b>Pembroke Pines</b>	<b>80%</b>
<b>PM AM</b>	<b>20%</b>

The charges of cost of mailing incurred and Credit card Convenience fee in connection with the Services rendered under this Agreement by PM AM shall be paid by the Program before the split of monthly revenue collected.

PM AM shall continue the existing Bank arrangement as set by the city of Pembroke Pines.

PM AM will pay for all other costs including paper stock, educational materials, set-up fees, equipment (including hardware, hosting charges and software) tools, personnel, utilities, etc. that are required for administering the false alarm billing and tracking program for the Township.

### **PM AM does not charge any fees towards ongoing system maintenance, including...**

- No... Implementation Fees
- No... Annual Renewal Fees
- No... Data Conversion Fees
- No... Pre / Post Implementation Technical Support Fees

**In summary,** PM AM is committed continuing to be as responsive to the 's false alarm reduction and its program financial goals as it possibly can.

The PM AM | FAMS platform is powered by **100% Cloud and Web-based** architecture to continue to meet the "24/7, real-time, browser-based" administrative and executive needs of the , as well as to provide the desired interactive and convenient experience for its citizens.

The PM AM | FAMS solution proposed is the only **100% Cloud and Web-based** system in the alarm administrative services industry meeting this standard and requires ***no foreign devices*** or ***software*** to be introduced into the 's technology footprint.

## **Contract Statements**

PM AM submits this proposal for an initial term of three (3) years with an option for one (1) three (3) year renewal subject to written approval by both parties.

All data relating to the alarm permits are owned by the City. PM AM shall return the City's data including records, files, databases and related project information and material in an agreed-upon format at the end of the contract term if the contract is not renewed, or upon any earlier termination.

PM AM has an existing contract with the city of Pembroke Pines and would be willing to enter into similar terms and conditions contract. PM AM also fulfills all insurance requirements as provided in the RFP.

**Termination by Contractor in the Event of Fee Reduction by changes to the City Ordinance** – Should the change its ordinances during the term of the Agreement which provide for a reduction in the fees, and or related fines and charges, PM AM reserves the express right to re-enter into good faith negotiations with the to modify the fee schedule and pricing accordingly, and shall give the written notice of its desire to renegotiate.

***Due to winter storm, we are facing power outage since 14<sup>th</sup> Night and we are not able complete final review of the response, in case, city finds any details missing, PM AM will promptly provide the information.***





## TAB 5 OTHER COMPLETED DOCUMENTS

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## 1.5.2 ADDITIONAL INFORMATION

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**Insert 2014 Service Agreement**



Headquartered in Dallas, Texas, PM AM Corporation is a leading Information Technology and Consulting company that delivers cutting-edge technology solutions to enable its clients to do business better. Our experts are driven to deliver meaningful technology solutions and winning business outcomes. At PM AM, we have deep industry experience, technical excellence, and 360 degree view of business technology that help us to make our clients future-ready. Our flexible delivery models and agile methodologies have enabled us to devise and execute solutions ensuring our clients' success.

### **PM AM Corporation**

5430 Lyndon B Johnson Fwy #370, Dallas, TX 75240

Phone: 972-831-7400

Fax: 972-831-7499

Email: [sales@pmam.com](mailto:sales@pmam.com)

Website: [www.pmam.com](http://www.pmam.com)

**Supplier: PMAM Corporation**



City of Pembroke Pines

Attachment A

**CONTACT INFORMATION FORM**

IN ACCORDANCE WITH **PD-21-02** titled “**False Alarm Billing and Collection Services**” attached hereto as a part hereof, the undersigned submits the following:

**A) Contact Information**

The Contact information form shall be electronically signed by one duly authorized to do so, and in case signed by a deputy or subordinate, the principal's properly written authority to such deputy or subordinate must accompany the proposal. This form must be completed and submitted through [www.bidsync.com](http://www.bidsync.com) as part of the bidder’s submittal. The vendor must provide their pricing through the designated lines items listed on the BidSync website.

**COMPANY INFORMATION:**

COMPANY: **PM AM Corporation**  
 STREET ADDRESS: **5430 LBJ Freeway, Suite 370**  
 CITY, STATE & ZIP CODE: **Dallas, TX 75240**

**PRIMARY CONTACT FOR THE PROJECT:**

NAME: **James David Moss** TITLE: **Vice President, Sales**  
 E-MAIL: **davem@pmam.com**  
 TELEPHONE: **972-831-7404** FAX: **972-831-7499**

**AUTHORIZED APPROVER:**

NAME: **James David Moss** TITLE: **Vice President, Sales**  
 E-MAIL: **davem@pmam.com**  
 TELEPHONE: **972-831-7404** FAX: **972-831-7499**  
 SIGNATURE: **James David Moss**

**B) Proposal Checklist**

Did you make sure to submit the following items, as stated in section 1.5 “Proposal Requirements” of the bid package?

Attachment A - Contact Information Form	Yes <input checked="" type="checkbox"/>
Attachment B - Non-Collusive Affidavit	Yes <input checked="" type="checkbox"/>
Attachment C - Proposer’s Completed Qualification Statement	Yes <input checked="" type="checkbox"/>
Attachment F - References Form	Yes <input checked="" type="checkbox"/>

Did you make sure to update the following documents found under the “Vendor Registration” group of “Qualifications” on the BidSync website for the City of Pembroke Pines?

Vendor Information Form	Yes <input checked="" type="checkbox"/>
Form W-9 (Rev. October 2018)	Yes <input checked="" type="checkbox"/>
Sworn Statement on Public Entity Crimes Form	Yes <input checked="" type="checkbox"/>
Local Vendor Preference Certification	Yes <input checked="" type="checkbox"/>
Local Business Tax Receipts	Yes <input checked="" type="checkbox"/>
Veteran Owned Small Business Preference Certification	Yes <input checked="" type="checkbox"/>
Equal Benefits Certification Form	Yes <input checked="" type="checkbox"/>
Vendor Drug-Free Workplace Certification Form	Yes <input checked="" type="checkbox"/>
Scrutinized Company Certification	Yes <input checked="" type="checkbox"/>

**C) Sample Proposal Form**

*The following sample price proposal is for information only. The vendor must provide their pricing through the designated lines items listed on the BidSync website.*

**Base Option:**

<b>Item #</b>	<b>Item Description</b>	<b>Total Cost</b>
<b>1)</b>	Percentage of the fee requested to be paid to the proposer as a portion of the revenue collected	<b>Price to be Submitted Via BidSync</b>

Supplier: **PMAM Corporation**



City of Pembroke Pines

Attachment B

**NON-COLLUSIVE AFFIDAVIT**

BIDDER is the **PM AM Corporation** ,  
(Owner, Partner, Officer, Representative or Agent)

BIDDER is fully informed respecting the preparation and contents of the attached Bid and of all pertinent circumstances respecting such Bid;

Such Bid is genuine and is not a collusive or sham Bid;

Neither the said BIDDER nor any of its officers, partners, owners, agents, representative, employees or parties in interest, including this affidavit, have in any way colluded, conspired, connived or agreed, directly or indirectly, with any other BIDDER, firm or person to submit a collusive or sham Bid in connection with the Contract for which the attached Bid has been submitted; or to refrain from bidding in connection with such Contract; or have in any manner, directly or indirectly, sought by agreement or collusion, or communications, or conference with any BIDDER, firm, or person to fix the price or prices in the attached Bid or any other BIDDER, or to fix any overhead, profit, or cost element of the Bid Price or the Bid Price of any other BIDDER, or to secure through any collusion conspiracy, connivance, or unlawful agreement any advantage against (Recipient), or any person interested in the proposed Contract;

The price of items quoted in the attached Bid are fair and proper and are not tainted by collusion, conspiracy, connivance, or unlawful agreement on the part of the BIDDER or any other of its agents, representatives, owners, employees or parties in interest, including this affidavit.

Printed Name/Signature **James David Moss**

Title **Vice President, Sales**

Name of Company **PM AM Corporation**

Supplier: **PMAM Corporation**



City of Pembroke Pines

Attachment C

**PROPOSER'S QUALIFICATIONS STATEMENT**

PROPOSER shall furnish the following information. Failure to comply with this requirement will render Bid non-responsive and shall cause its rejection. Additional sheets shall be attached as required.

PROPOSER'S Name and Principal Address:

**PM AM Corporation**  
**5430 LBJ Freeway, Suite 370**  
**Dallas, TX 75240**

PROPOSER'S License Number: **75-2804 067**

**(Please attach certificate of status, competency, and/or state registration.)**

Number of years your organization has been in business **21**

State the number of years your firm has been in business under your present business name **21**

State the number of years your firm has been in business in the work specific to this solicitation: **21**

Names and titles of all officers, partners or individuals doing business under trade name:

**Pankaj Kumar, Chief Executive Officer & Chairman of the Board**  
**Mahima Kumar, President & Secretary**

IF USING A FICTITIOUS NAME, SUBMIT EVIDENCE OF COMPLIANCE WITH FLORIDA FICTITIOUS NAME STATUTE.

Under what former name has your business operated? Include a description of the business. Failure to include such information shall be deemed to be intentional misrepresentation by the City and shall render the proposer non-responsive.

**N/A**

At what address was that business located?

**5430 LBJ Freeway, Suite 370**  
**Dallas, TX 75240**

Name, address, and telephone number of surety company and agent who will provide the required bonds on this contract:

**Marsh & McLennan Agency LLC**  
**8144 Walnut Hill Lane, 16th Floor**  
**Dallas, TX 75231**  
**972-770-1414**

Have you ever failed to complete work awarded to you. If so, when, where and why?

**No.**

Have you personally inspected the proposed WORK and do you have a complete plan for its performance?

**Yes.**

Will you subcontract any part of this WORK? If so, give details including a list of each sub-contractor(s) that will perform work in excess of ten percent (10%) of the contract amount and the work that will be performed by each subcontractor(s).

**No.**

The foregoing list of subcontractor(s) may not be amended after award of the contract without the prior written approval of the Contract Administrator, whose approval shall not be reasonably withheld.

List and describe all bankruptcy petitions (voluntary or involuntary) which have been filed by or against the Proposer, its parent or subsidiaries or predecessor organizations during the past five (5) years. Include in the description the disposition of each such petition.

**None.**

List and describe all successful Bond claims made to your surety (ies) during the last five (5) years. The list and descriptions should include claims against the bond of the Proposer and its predecessor organization(s).

**None.**

List all claims, arbitrations, administrative hearings and lawsuits brought by or against the Proposer or its predecessor organizations(s) during the last (10) years. The list shall include all case names; case, arbitration or hearing identification numbers; the name of the project over which the dispute arose; and a description of the subject matter of the dispute.

**None.**

List and describe all criminal proceedings or hearings concerning business related offenses in which the Proposer, its principals or officers or predecessor organization(s) were defendants.

**None.**

Are you an Original provider sales representative distributor, broker, manufacturer other, of the commodities/services proposed upon? If other than the original provider, explain below.

**No.**

Have you ever been debarred or suspended from doing business with any governmental agency? If yes, please explain:

**No.**

Describe the firm's local experience/nature of service with contracts of similar size and complexity, it the previous three (3) years:

**We have been managing the City of Pembroke Pines False Alarm Billing and Collection Services program since 2014.**



The PROPOSER acknowledges and understands that the information contained in response to this Qualification Statement shall be relied upon by CITY in awarding the contract and such information is warranted by PROPOSER to be true. The discovery of any omission or misstatement that materially affects the PROPOSER's qualifications to perform under the contract shall cause the CITY to reject the Bid, and if after the award, to cancel and terminate the award and/or contract.

**PM AM Corporation**  
(Company Name)

**James David Moss**  
(Printed Name/Signature)

Supplier: **PMAM Corporation**

### REFERENCES FORM

Provide specific examples of similar contracts. References should be capable of explaining and confirming your firm's capacity to successfully complete the scope of work outlined herein. **This form should be duplicated for each reference and any additional information that would be helpful can be attached.**

#### **Reference Contact Information:**

Name of Firm, City, County or Agency: **Hialeah**

Address:

City/State/Zip: **FL**

Contact Name: **John Erick Rojas** Title: **Manager**

E-Mail Address: **jrojas@hialeahfl.gov**

Telephone: **305-953-5302** Fax:

#### **Project Information:**

Name of Contractor Performing the work: **PM AM Corporation**

Name and location of the project:

Nature of the firm's responsibility on the project: **To undertake a program similar to Pembroke Pines FL**

Project duration: **Multiple Years** Completion (Anticipated) Date:

Size of project: Cost of project:

Work for which staff was responsible: **To undertake a program similar to Pembroke Pines FL**

Contract Type: **Services**

The results/deliverables of the project: **Satisfied Customer**

### REFERENCES FORM

Provide specific examples of similar contracts. References should be capable of explaining and confirming your firm's capacity to successfully complete the scope of work outlined herein. **This form should be duplicated for each reference and any additional information that would be helpful can be attached.**

#### **Reference Contact Information:**

Name of Firm, City, County or Agency: **Jacksonville**

Address:

City/State/Zip: **FL**

Contact Name: **Lt. Jonathan Randolph** Title: **Lieutenant**

E-Mail Address: **Jonathan.Randolph@jaxsheriff.org**

Telephone: **904-630-5928** Fax:

**Project Information:**

Name of Contractor Performing the work: **Alarm Billing and Collection Services**

Name and location of the project:

Nature of the firm's responsibility on the project: **To undertake a program similar to Pembroke Pines FL**

Project duration: **Multiple Years** Completion (Anticipated) Date:

Size of project: Cost of project:

Work for which staff was responsible: **To undertake a program similar to Pembroke Pines FL**

Contract Type: **Services**

The results/deliverables of the project: **Satisfied Customer**

**REFERENCES FORM**

Provide specific examples of similar contracts. References should be capable of explaining and confirming your firm's capacity to successfully complete the scope of work outlined herein. **This form should be duplicated for each reference and any additional information that would be helpful can be attached.**

**Reference Contact Information:**

Name of Firm, City, County or Agency: **Davie**

Address:

City/State/Zip: **FL**

Contact Name: **Deborah Irwin** Title: **Records Manager**

E-Mail Address: **debbie\_irwin@davie-fl.gov**

Telephone: **964-693-8225** Fax:

**Project Information:**

Name of Contractor Performing the work: **Alarm Billing and Collection Services**

Name and location of the project:

Nature of the firm's responsibility on the project: **To undertake a program similar to Pembroke Pines FL**

Project duration: **Multiple Years** Completion (Anticipated) Date:

Size of project: Cost of project:

Work for which staff was responsible: **To undertake a program similar to Pembroke Pines FL**

Contract Type: **Services**

The results/deliverables of the project: **Satisfied Customer**

**REFERENCES FORM**

Provide specific examples of similar contracts. References should be capable of explaining and confirming your firm's capacity to successfully complete the scope of work outlined herein. **This form should be duplicated for each reference and any additional information that would be helpful can be attached.**

**Reference Contact Information:**

Name of Firm, City, County or Agency: **St John's County**

Address:

City/State/Zip: **FL**

Contact Name: **Debbie Smith** Title: **Program Manager**

E-Mail Address: **dsmith@sjsso.org**

Telephone: **904-810-6622** Fax:

**Project Information:**

Name of Contractor Performing the work: **Alarm Billing and Collection Services**

Name and location of the project:

Nature of the firm's responsibility on the project: **To undertake a program similar to Pembroke Pines FL**

Project duration: **Multiple Years** Completion (Anticipated) Date:

Size of project: Cost of project:

Work for which staff was responsible: **To undertake a program similar to Pembroke Pines FL**

Contract Type: **Services**

The results/deliverables of the project: **Satisfied Customer**

### **REFERENCES FORM**

Provide specific examples of similar contracts. References should be capable of explaining and confirming your firm's capacity to successfully complete the scope of work outlined herein. **This form should be duplicated for each reference and any additional information that would be helpful can be attached.**

#### **Reference Contact Information:**

Name of Firm, City, County or Agency: **St Petersburg**

Address:

City/State/Zip: **Pennsylvania**

Contact Name: **david.dickerson@stpete.org** Title:

E-Mail Address: **david.dickerson@stpete.org**

Telephone: **727-893-7198** Fax:

#### **Project Information:**

Name of Contractor Performing the work: **Alarm Billing and Collection Services**

Name and location of the project:

Nature of the firm's responsibility on the project: **To undertake a program similar to Pembroke Pines FL**

Project duration: **Multiple Years** Completion (Anticipated) Date:

Size of project: Cost of project:

Work for which staff was responsible: **To undertake a program similar to Pembroke Pines FL**

Contract Type: **Services**

The results/deliverables of the project: **Satisfied Customer**



## **EQUAL BENEFITS CERTIFICATION FORM FOR DOMESTIC PARTNERS AND ALL MARRIED COUPLES**

Except where federal or state law mandates to the contrary, a Contractor awarded a Contract pursuant to a competitive solicitation shall provide benefits to Domestic Partners and spouses of its employees, irrespective of gender, on the same basis as it provides benefits to employees' spouses in traditional marriages.

The Contractor shall provide the City and/or the City Manager or his/her designee, access to its records for the purpose of audits and/or investigations to ascertain compliance with the provisions of this section, and upon request shall provide evidence that the Contractor is in compliance with the provisions of this section upon each new bid, contract renewal, or when the City Manager has received a complaint or has reason to believe the Contractor may not be in compliance with the provisions of this section. Records shall include but not be limited to providing the City and/or the City Manager or his/her designee with certified copies of the Contractor's records pertaining to its benefits policies and its employment policies and practices.

The Contractor must conspicuously make available to all employees and applicants for employment the following statement:

**“During the performance of a contract with the City of Pembroke Pines, Florida, the Contractor will provide Equal Benefits to its employees with spouses, as defined by Section 35.39 of the City’s Code of Ordinances, and its employees with Domestic Partners and all Married Couples”.**

The posted statement must also include a City contact telephone number and email address which will be provided to each contractor when a covered contract is executed.

### **SECTION 1 DEFINITIONS**

- 1. Benefits** means the following plan, program or policy provided or offered by a contractor to its employees as part of the employer's total compensation package which may include but is not limited to sick leave, bereavement leave, family medical leave, and health benefits.
- 2. Cash Equivalent** mean the amount of money paid to an employee with a domestic partner or spouse in lieu of providing benefits to the employee's domestic partner or spouse. The cash equivalent is equal to the employer's direct expense of providing benefits to an employee for his or her spouse from a traditional marriage.
- 3. Covered Contract** means a contract between the City and a contractor awarded subsequent to the date when this section becomes effective valued at over \$25,000 or the threshold amount required for competitive bids as required in section 35.18(A) of the Procurement Code.
- 4. Domestic Partner** shall mean any two (2) adults of the same or different sex who have registered as domestic partners with a governmental body pursuant to state or local law authorizing such registration, or with an internal registry maintained by the employer of at



least one of the domestic partners. A contractor may institute an internal registry to allow for the provision of equal benefits to employees with domestic partners who do not register their partnerships pursuant to a governmental body authorizing such registration, or who are located in a jurisdiction where no such governmental domestic partnership registry exists. A contractor that institutes such registry shall not impose criteria for registration that are more stringent than those required for domestic partnership registration by the City of Pembroke Pines.

5. **Equal benefits** means the equality of benefits between employees with spouses and/or dependents of spouses and employees with domestic partners and/or dependents of domestic partners, and/or between spouses of employees and/or dependents of spouses and domestic partners of employees and/or dependents of domestic partners.
6. **Spouse** means one member of a married pair legally married under the laws of any state within the United States of America or any other jurisdiction under which such marriage is legally recognized, irrespective of gender.
7. **Traditional marriage** means a marriage between one man and one woman.

## SECTION 2 CERTIFICATION OF CONTRACTOR

The firm providing a response, by virtue of the signature below, certifies that it is aware of the requirements of Section 35.39 "City Contractors providing Equal Benefits for Domestic Partners and all Married Couples" of the City's Code of Ordinances, and certifies the following (**Check only one box below**):

- A.** Contractor currently complies with the requirements of this section; or
- B.** Contractor will comply with the conditions of this section at the time of contract award; or
- C.** Contractor will not comply with the conditions of this section at the time of contract award; or
- D.** Contractor does not comply with the conditions of this section because of the following allowable exemption (**Check only one box below**):
  - 1.** The Contractor does not provide benefits to employees' spouses in traditional marriages;
  - 2.** The Contractor provides an employee the cash equivalent of benefits because the Contractor is unable to provide benefits to employees' Domestic Partners or spouses despite making reasonable efforts to provide them. To meet this exception, the Contractor shall provide a notarized affidavit that it has made reasonable efforts to provide such benefits. The affidavit shall state the efforts taken to provide such benefits and the amount of the cash equivalent. Cash equivalent means the amount of money paid to an employee with a Domestic Partner or spouse rather than providing benefits to the employee's Domestic Partner or spouse. The cash equivalent is equal to the employer's direct expense of providing benefits to an employee's spouse;



3. The Contractor is a religious organization, association, society, or any non-profit charitable or educational institution or organization operated supervised or controlled by or in conjunction with a religious organization, association; or society;
4. The Contractor is a governmental agency;

**The certification shall be signed by an authorized officer of the Contractor. Failure to provide such certification (by checking the appropriate boxes above along with completing the information below) shall result in a Contractor being deemed non-responsive.**

COMPANY NAME: PM AM Corporation

AUTHORIZED OFFICER NAME / SIGNATURE: 





**E-VERIFY SYSTEM CERTIFICATION STATEMENT  
(UNDER SECTION 448.095, FLORIDA STATUTES)**

1. Definitions:

- a. **“Contractor”** means a person or entity that has entered or is attempting to enter into a contract with a public employer to provide labor, supplies, or services to such employer in exchange for salary, wages, or other remuneration. “Contractor” includes, but is not limited to, a vendor or consultant.
- b. **“Subcontractor”** means a person or entity that provides labor, supplies, or services to or for a contractor or another subcontractor in exchange for salary, wages, or other remuneration.
- c. **“E-Verify system”** means an Internet-based system operated by the United States Department of Homeland Security that allows participating employers to electronically verify the employment eligibility of newly hired employees.

2. Effective January 1, 2021, Contractors, shall register with and use the E-verify system in order to verify the work authorization status of all newly hired employees. Contractor shall register for and utilize the U.S. Department of Homeland Security’s E-Verify System to verify the employment eligibility of:

- a. All persons employed by a Contractor to perform employment duties within Florida during the term of the contract; and
- b. All persons (including subvendors/subconsultants/subcontractors) assigned by Contractor to perform work pursuant to the contract with the City of Pembroke Pines. The Contractor acknowledges and agrees that registration and use of the U.S. Department of Homeland Security’s E-Verify System during the term of the contract is a condition of the contract with the City of Pembroke Pines; and
- c. Should vendor become the successful Contractor awarded for the above-named project, by entering into the contract, the Contractor shall comply with the provisions of Section 448.095, Fla. Stat., “Employment Eligibility,” as amended from time to time. This includes, but is not limited to registration and utilization of the E-Verify System to verify the work authorization status of all newly hired employees. Contractor shall also require all subcontractors to provide an affidavit attesting that the subcontractor does not employ, contract with, or subcontract with, an unauthorized alien. The Contractor shall maintain a copy of such affidavit for the duration of the contract.

3. Contract Termination

- a. If the City has a good faith belief that a person or entity with which it is contracting has knowingly violated s. 448.09 (1) Fla. Stat., the contract shall be terminated.
- b. If the City has a good faith belief that a subcontractor knowingly violated s. 448.095 (2), but the Contractor otherwise complied with s. 448.095 (2) Fla. Stat., shall promptly notify the Contractor and order the Contractor to immediately terminate the contract with the subcontractor.
- c. A contract terminated under subparagraph a) or b) is not a breach of contract and may not be considered as such.
- d. Any challenge to termination under this provision must be filed in the Circuit Court no later than 20 calendar days after the date of termination.
- e. If the contract is terminated for a violation of the statute by the Contractor, the Contractor may not be awarded a public contract for a period of 1 year after the date of termination.

**PM AM Corporation**

COMPANY NAME: \_\_\_\_\_

**James David Moss /**

PRINTED NAME / AUTHORIZED SIGNATURE: \_\_\_\_\_

# PMAM Corporation



PM AM Corporation is not a local Pembroke Pines Vendor and doesn't have any a place of business in Pembroke Pines.



## LOCAL VENDOR PREFERENCE CERTIFICATION

### SECTION 1 GENERAL TERM

#### LOCAL PREFERENCE

The evaluation of competitive bids is subject to section 35.36 of the City's Procurement Procedures which, except where contrary to federal and state law, or any other funding source requirements, provides that preference be given to local businesses. To satisfy this requirement, the vendor shall affirm in writing its compliance with either of the following objective criteria as of the bid or proposal submission date stated in the solicitation. A local business shall be defined as:

1. "Local Pembroke Pines Vendor" shall mean a business entity which has maintained a permanent place of business with full-time employees within the City limits for a minimum of one (1) year prior to the date of issuance of a bid or proposal solicitation. The permanent place of business may not be a post office box. The business location must actually distribute goods or services from that location. In addition, the business must have a current business tax receipt from the City of Pembroke Pines.

**OR;**

2. "Local Broward County Vendor" shall mean or business entity which has maintained a permanent place of business with full-time employees within the Broward County limits for a minimum of one (1) year prior to the date of issuance of a bid or proposal solicitation. The permanent place of business may not be a post office box. The business location must actually distribute goods or services from that location. In addition, the business must have a current business tax receipt from the Broward County or the city within Broward County where the business resides.

A preference of five percent (5%) of the total evaluation point, or five percent (5%) of the total price, shall be given to the **Local Pembroke Pines Vendor(s)**; A preference of two and a half percent (2.5%) of the total evaluation point for local, or two and a half percent (2.5%) of the total price, shall be given to the **Local Broward County Vendor(s)**.

#### COMPARISON OF QUALIFICATIONS

The preferences established in no way prohibit the right of the City to compare quality of supplies or services for purchase and to compare qualifications, character, responsibility and fitness of all persons, firms or corporations submitting bids or proposals. Further, the preference established in no way prohibit the right of the city from giving any other preference permitted by law instead of the preferences granted, nor prohibit the city to select the bid or proposal which is the most responsible and in the best interests of the city.

### SECTION 2 AFFIRMATION

#### LOCAL PREFERENCE CERTIFICATION:

Place a check mark here only if affirming bidder meets requirements above as a Local Pembroke Pines Vendor. In addition, the business must attach a current business tax receipt from the City of Pembroke Pines along with any previous business tax receipts to indicate that the business entity has maintained a permanent place of business for a minimum of one (1) year.

Place a check mark here only if affirming bidder meets requirements above as a Local Broward County Vendor. In addition, the business must attach a current business tax receipt from the Broward County or the city within Broward County where the business resides along with any previous business tax receipts to indicate that the business entity has maintained a permanent place of business for a minimum of one (1) year.

Place a check mark here only if affirming bidder does not meet the requirements above as a Local Vendor.

**Failure to complete this certification at this time (by checking either of the boxes above) shall render the vendor ineligible for Local Preference. This form must be completed by/for the proposer; the proposer WILL NOT qualify for Local Vendor Preference based on their sub-contractors' qualifications.**

COMPANY NAME: PM AM Corporation

PRINTED NAME / AUTHORIZED SIGNATURE: James David Moss 



**SCRUTINIZED COMPANY CERTIFICATION  
PURSUANT TO FLORIDA STATUTE § 287.135.**

I, James Davie Moss, Vice President, on behalf of PM AM Corporation,  
Print Name and Title Company Name

certify that PM AM Corporation :  
Company Name

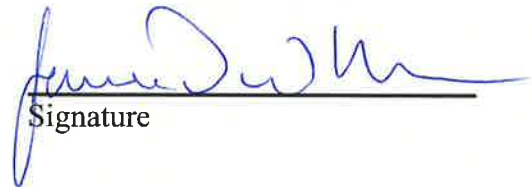
1. Does not participate in a boycott of Israel; and
2. Is not on the Scrutinized Companies that Boycott Israel list; and
3. Is not on the Scrutinized Companies with Activities in Sudan List; and
4. Is not on the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List; and
5. Has not engaged in business operations in Syria.

Submitting a false certification shall be deemed a material breach of contract. The City shall provide notice, in writing, to the Contractor of the City's determination concerning the false certification. The Contractor shall have ninety (90) days following receipt of the notice to respond in writing and demonstrate that the determination of false certification was made in error. If the Contractor does not demonstrate that the City's determination of false certification was made in error then the City shall have the right to terminate the contract and seek civil remedies pursuant to Florida Statute § 287.135.

Section 287.135, Florida Statutes, prohibits the City from: 1) Contracting with companies for goods or services in any amount if at the time of bidding on, submitting a proposal for, or entering into or renewing a contract if the company is on the Scrutinized Companies that Boycott Israel List, created pursuant to Section 215.4725, F.S. or is engaged in a boycott of Israel; and 2) Contracting with companies, for goods or services over \$1,000,000.00 that are on either the Scrutinized Companies with activities in the Iran Petroleum Energy Sector list, created pursuant to s. 215.473, or are engaged in business operations in Syria.

As the person authorized to sign on behalf of the Contractor, I hereby certify that the company identified above in the section entitled "Contractor Name" does not participate in any boycott of Israel, is not listed on the Scrutinized Companies that Boycott Israel List, is not listed on either the Scrutinized Companies with activities in the Iran Petroleum Energy Sector List, and is not engaged in business operations in Syria. I understand that pursuant to section 287.135, Florida Statutes, the submission of a false certification may subject the company to civil penalties, attorney's fees, and/or costs. I further understand that any contract with the City for goods or services may be terminated at the option of the City if the company is found to have submitted a false certification or has been placed on the Scrutinized Companies with Activities in Sudan list or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List.

James Davie Moss, Vice President  
Print Name / Title

  
Signature

PM AM Corporation  
Company Name



**SWORN STATEMENT ON PUBLIC ENTITY CRIMES  
UNDER FLORIDA STATUTES CHAPTER 287.133(3)(a).**

1. This sworn statement is submitted PM AM Corporation  
(name of entity submitting sworn statement)

whose business address is 5430 LBJ Freeway, Suite 370, Dallas, TX 75240

and (if applicable) its Federal Employer Identification Number (FEIN) is  
75-2804-067. (If the entity has no FEIN, include the Social Security

Number of the individual signing this sworn statement: \_\_\_\_\_.)

2. My name is James David Moss and my  
(Please print name of individual signing)

relationship to the entity named above is Vice President.

3. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid, proposal, reply, or contract for goods or services, any lease for real property, or any contract for the construction or repair of a public building or public work, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

4. I understand that a "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

5. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:

1. A predecessor or successor of a person convicted of a public entity crime: or

2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The Cityship by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a



joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

- 6. I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or any entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts let by a public entity, or which otherwise transacts or applies to transact business with a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
- 7. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. **(Please indicate which statement applies.)**

A) Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

B) The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989, AND **(Please indicate which additional statement applies.)**

B1) There has been a proceeding concerning the conviction before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted vendor list. **(Please attach a copy of the final order.)**

B2) The person or affiliate was placed on the convicted vendor list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted vendor list. **(Please attach a copy of the final order.)**

B3) The person or affiliate has not been placed on the convicted vendor list. **(Please describe any action taken by or pending with the Department of General Services.)**

James David Moss

Bidder's Name

PM AM Corporation

Company Name

Signature

02/16/2021

Date



## VENDOR DRUG-FREE WORKPLACE CERTIFICATION FORM

### SECTION 1 GENERAL TERM

Preference may be given to vendors submitting a certification with their bid/proposal certifying they have a drug-free workplace in accordance with Section 287.087, Florida Statutes. This requirement affects all public entities of the State and becomes effective January 1, 1991. The special condition is as follows:

**IDENTICAL TIE BIDS** - Preference may be given to businesses with drug-free workplace programs. Whenever two or more bids that are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certifies that it has implemented a drugfree workplace program shall be given preference in the award process. Established procedures for processing tie bids will be followed if none of the tied vendors have a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after each conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

### SECTION 2 AFFIRMATION

Place a check mark here only if affirming bidder **complies fully** with the above requirements for a Drug-Free Workplace.

Place a check mark here only if affirming bidder **does not** meet the requirements for a Drug-Free Workplace.

**Failure to complete this certification at this time (by checking either of the boxes above) shall render the vendor ineligible for Drug-Free Workplace Preference. This form must be completed by/for the proposer; the proposer WILL NOT qualify for Drug-Free Workplace Preference based on their sub-contractors' qualifications.**

**PM AM Corporation**

Company Name

**James David Moss**

Authorized Signer Name

  
Authorized Signature



(OFFICE USE ONLY) Vendor number:

### Vendor Information Form

<b>Operating Name (Payee)</b>			
<b>Legal Name (as filed with IRS)</b>		PM AM Corporation	
<b>Remit-to Address (For Payments)</b>		5430 LBJ Freeway, Suite 370	
		Dallas, TX 75240	
<b>Remit-to Contact Name:</b>		Mahima Kumar	<b>Title:</b> President
<b>Email Address:</b>		mahimak@pmam.com	
<b>Phone #:</b>		(972) 831-7405	<b>Fax #</b> (972) 831-7499
<b>Order-from Address (For purchase orders)</b>		5430 LBJ Freeway, Suite 370	
		Dallas, TX 75240	
<b>Order-from Contact Name:</b>		Perna Ratti	<b>Title:</b> Accountant
<b>Email Address:</b>		prernar@pmam.com	
<b>Phone #:</b>		(972) 573-4826	<b>Fax #</b> (972) 831-7499
<b>Return-to Address (For product returns)</b>		5430 LBJ Freeway, Suite 370	
		Dallas, TX 75240	
<b>Return-to Contact Name</b>		Perna Ratti	<b>Title:</b> Accountant
<b>Email Address:</b>		prernar@pmam.com	
<b>Phone #:</b>		(972) 573-4826	<b>Fax #</b> (972) 831-7499
<b>Payment Terms:</b>			

Type of Business (please check one and provide Federal Tax identification or social security Number)

Corporation

Federal ID Number:

Sole Proprietorship/Individual

Social Security No.:

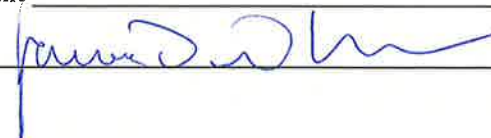
Partnership

Health Care Service Provider

LLC - C (C corporation) - S (S corporation) - P (partnership)

Other (Specify):

Name & Title of Applicant James David Moss, Vice President

Signature of Applicant  Date 2/16/2021





## VETERAN OWNED SMALL BUSINESS (VOSB) PREFERENCE CERTIFICATION

### SECTION 1 GENERAL TERM

#### VETERAN OWNED SMALL BUSINESS (VOSB) PREFERENCE

The evaluation of competitive bids is subject to section 35.37 of the City's Procurement Procedures which, except where contrary to federal and state law, or any other funding source requirements, provides that preference be given to veteran owned small businesses. To satisfy this requirement, the vendor shall affirm in writing its compliance with the following objective criteria as of the bid or proposal submission date stated in the solicitation. A veteran owned small business shall be defined as:

1. "Veteran Owned Small Business" shall mean a business entity which has received a "Determination Letter" from the United States Department of Veteran Affairs Center for Verification and Evaluation notifying the business that they have been approved as a Veteran Owned Small Business (VOSB).

A preference of two and a half percent (2.5%) of the total evaluation point, or two and a half percent (2.5%) of the total price, shall be given to the **Veteran Owned Small Business (VOSB)**. This shall mean that if a **VOSB** submits a bid/quote that is within 2.5% of the lowest price submitted by any vendor, the **VOSB** shall have an option to submit another bid which is at least 1% lower than the lowest responsive bid/quote. If the **VOSB** submits a bid which is at least 1% lower than that lowest responsive bid/quote, then the award will go to the **VOSB**. If not, the award will be made to the vendor that submits the lowest responsive bid/quote. If the lowest responsive and responsible bidder IS a "**Local Pembroke Pines Vendor**" (**LPPV**) or a "**Local Broward County Vendor**" (**LBCV**) as established in Section 35.36 of the City's Code of Ordinances, entitled "Local Vendor Preference", then the award will be made to that vendor and no other bidders will be given an opportunity to submit additional bids as described herein.

If there is a **LPPV**, a **LBCV**, and a **VOSB** participating in the same bid solicitation and all three vendors qualify to submit a second bid, the **LPPV** will be given first option. If the **LPPV** cannot beat the lowest bid received by at least 1%, an opportunity will be given to the **LBCV**. If the **LBCV** cannot beat the lowest bid by at least 1%, an opportunity will be given to the **VOSB**. If the **VOSB** cannot beat the lowest bid by at least 1%, then the bid will be awarded to the lowest bidder.

If multiple **VOSBs** submit bids/quotes which are within 2.5% of the lowest bid/quote and there are no **LPPV** or **LBCV** as described in Section 35.36 of the City's Code of Ordinance, entitled "Local Vendor Preference", then all **VOSBs** will be asked to submit a **Best and Final Offer (BAFO)**. The award will be made to the **VOSB** submitting the lowest **BAFO** providing that that **BAFO** is at least 1% lower than the lowest bid/quote received in the original solicitation. If no **VOSB** can beat the lowest bid/quote by at least 1%, then the award will be made to the lowest responsive bidder.

#### COMPARISON OF QUALIFICATIONS

The preferences established in no way prohibit the right of the City to compare quality of supplies or services for purchase and to compare qualifications, character, responsibility and fitness of all persons, firms or corporations submitting bids or proposals. Further, the preference established in no way prohibit the right of the city from giving any other preference permitted by law instead of the preferences granted, nor prohibit the city to select the bid or proposal which is the most responsible and in the best interests of the city.

### SECTION 2 AFFIRMATION

#### VETERAN OWNED SMALL BUSINESS (VOSB) PREFERENCE CERTIFICATION:

- Place a check mark here only if affirming bidder meets requirements above as a Veteran Owned Small Business. In addition, the bidder must attach the "Determination Letter" from the U.S. Dept. of Veteran Affairs Center.
- Place a check mark here only if affirming bidder does not meet the requirements above as a VOSB.

**Failure to complete this certification at this time (by checking either of the boxes above) shall render the vendor ineligible for VOSB Preference. This form must be completed by/for the proposer; the proposer WILL NOT qualify for VOSB Preference based on their sub-contractors' qualifications.**

COMPANY NAME: PM AM Corporation

PRINTED NAME / AUTHORIZED SIGNATURE: 

# Request for Taxpayer Identification Number and Certification

**Give Form to the  
 requester. Do not  
 send to the IRS.**

▶ Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type.  
 See Specific Instructions on page 3.

<b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <span style="font-size: 1.2em; font-weight: bold;">PM AM Corporation</span>	
<b>2</b> Business name/disregarded entity name, if different from above	
<b>3</b> Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.  <input type="checkbox"/> Individual/sole proprietor or single-member LLC  <input checked="" type="checkbox"/> C Corporation  <input type="checkbox"/> S Corporation  <input type="checkbox"/> Partnership  <input type="checkbox"/> Trust/estate  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ <b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.  <input type="checkbox"/> Other (see instructions) ▶ _____	<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  Exempt payee code (if any) _____  Exemption from FATCA reporting code (if any) _____  <i>(Applies to accounts maintained outside the U.S.)</i>
<b>5</b> Address (number, street, and apt. or suite no.) See instructions. <span style="font-size: 1.1em;">5430 LBJ Freeway, Suite 370</span>	Requester's name and address (optional)
<b>6</b> City, state, and ZIP code <span style="font-size: 1.1em;">Dallas, TX 75240</span>	
<b>7</b> List account number(s) here (optional)	

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

<b>Social security number</b>																					
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7	5																				
-	2	8	0	4	0	6	7														

## Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶ <span style="font-size: 1.2em;">02/16/2021</span>
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## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting*, later, for further information.

**Note:** If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

**Definition of a U.S. person.** For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien;
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States;
- An estate (other than a foreign estate); or
- A domestic trust (as defined in Regulations section 301.7701-7).

**Special rules for partnerships.** Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.

In the cases below, the following person must give Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States.

- In the case of a disregarded entity with a U.S. owner, the U.S. owner of the disregarded entity and not the entity;
- In the case of a grantor trust with a U.S. grantor or other U.S. owner, generally, the U.S. grantor or other U.S. owner of the grantor trust and not the trust; and
- In the case of a U.S. trust (other than a grantor trust), the U.S. trust (other than a grantor trust) and not the beneficiaries of the trust.

**Foreign person.** If you are a foreign person or the U.S. branch of a foreign bank that has elected to be treated as a U.S. person, do not use Form W-9. Instead, use the appropriate Form W-8 or Form 8233 (see Pub. 515, *Withholding of Tax on Nonresident Aliens and Foreign Entities*).

**Nonresident alien who becomes a resident alien.** Generally, only a nonresident alien individual may use the terms of a tax treaty to reduce or eliminate U.S. tax on certain types of income. However, most tax treaties contain a provision known as a "saving clause." Exceptions specified in the saving clause may permit an exemption from tax to continue for certain types of income even after the payee has otherwise become a U.S. resident alien for tax purposes.

If you are a U.S. resident alien who is relying on an exception contained in the saving clause of a tax treaty to claim an exemption from U.S. tax on certain types of income, you must attach a statement to Form W-9 that specifies the following five items.

1. The treaty country. Generally, this must be the same treaty under which you claimed exemption from tax as a nonresident alien.
2. The treaty article addressing the income.
3. The article number (or location) in the tax treaty that contains the saving clause and its exceptions.
4. The type and amount of income that qualifies for the exemption from tax.
5. Sufficient facts to justify the exemption from tax under the terms of the treaty article.

**Example.** Article 20 of the U.S.-China income tax treaty allows an exemption from tax for scholarship income received by a Chinese student temporarily present in the United States. Under U.S. law, this student will become a resident alien for tax purposes if his or her stay in the United States exceeds 5 calendar years. However, paragraph 2 of the first Protocol to the U.S.-China treaty (dated April 30, 1984) allows the provisions of Article 20 to continue to apply even after the Chinese student becomes a resident alien of the United States. A Chinese student who qualifies for this exception (under paragraph 2 of the first protocol) and is relying on this exception to claim an exemption from tax on his or her scholarship or fellowship income would attach to Form W-9 a statement that includes the information described above to support that exemption.

If you are a nonresident alien or a foreign entity, give the requester the appropriate completed Form W-8 or Form 8233.

## Backup Withholding

**What is backup withholding?** Persons making certain payments to you must under certain conditions withhold and pay to the IRS 24% of such payments. This is called "backup withholding." Payments that may be subject to backup withholding include interest, tax-exempt interest, dividends, broker and barter exchange transactions, rents, royalties, nonemployee pay, payments made in settlement of payment card and third party network transactions, and certain payments from fishing boat operators. Real estate transactions are not subject to backup withholding.

You will not be subject to backup withholding on payments you receive if you give the requester your correct TIN, make the proper certifications, and report all your taxable interest and dividends on your tax return.

**Payments you receive will be subject to backup withholding if:**

1. You do not furnish your TIN to the requester,
2. You do not certify your TIN when required (see the instructions for Part II for details),
3. The IRS tells the requester that you furnished an incorrect TIN,
4. The IRS tells you that you are subject to backup withholding because you did not report all your interest and dividends on your tax return (for reportable interest and dividends only), or
5. You do not certify to the requester that you are not subject to backup withholding under 4 above (for reportable interest and dividend accounts opened after 1983 only).

Certain payees and payments are exempt from backup withholding. See *Exempt payee code*, later, and the separate Instructions for the Requester of Form W-9 for more information.

Also see *Special rules for partnerships*, earlier.

## What is FATCA Reporting?

The Foreign Account Tax Compliance Act (FATCA) requires a participating foreign financial institution to report all United States account holders that are specified United States persons. Certain payees are exempt from FATCA reporting. See *Exemption from FATCA reporting code*, later, and the Instructions for the Requester of Form W-9 for more information.

## Updating Your Information

You must provide updated information to any person to whom you claimed to be an exempt payee if you are no longer an exempt payee and anticipate receiving reportable payments in the future from this person. For example, you may need to provide updated information if you are a C corporation that elects to be an S corporation, or if you no longer are tax exempt. In addition, you must furnish a new Form W-9 if the name or TIN changes for the account; for example, if the grantor of a grantor trust dies.

## Penalties

**Failure to furnish TIN.** If you fail to furnish your correct TIN to a requester, you are subject to a penalty of \$50 for each such failure unless your failure is due to reasonable cause and not to willful neglect.

**Civil penalty for false information with respect to withholding.** If you make a false statement with no reasonable basis that results in no backup withholding, you are subject to a \$500 penalty.

**Criminal penalty for falsifying information.** Willfully falsifying certifications or affirmations may subject you to criminal penalties including fines and/or imprisonment.

**Misuse of TINs.** If the requester discloses or uses TINs in violation of federal law, the requester may be subject to civil and criminal penalties.

## Specific Instructions

### Line 1

You must enter one of the following on this line; **do not** leave this line blank. The name should match the name on your tax return.

If this Form W-9 is for a joint account (other than an account maintained by a foreign financial institution (FFI)), list first, and then circle, the name of the person or entity whose number you entered in Part I of Form W-9. If you are providing Form W-9 to an FFI to document a joint account, each holder of the account that is a U.S. person must provide a Form W-9.

a. **Individual.** Generally, enter the name shown on your tax return. If you have changed your last name without informing the Social Security Administration (SSA) of the name change, enter your first name, the last name as shown on your social security card, and your new last name.

**Note: ITIN applicant:** Enter your individual name as it was entered on your Form W-7 application, line 1a. This should also be the same as the name you entered on the Form 1040/1040A/1040EZ you filed with your application.

b. **Sole proprietor or single-member LLC.** Enter your individual name as shown on your 1040/1040A/1040EZ on line 1. You may enter your business, trade, or "doing business as" (DBA) name on line 2.

c. **Partnership, LLC that is not a single-member LLC, C corporation, or S corporation.** Enter the entity's name as shown on the entity's tax return on line 1 and any business, trade, or DBA name on line 2.

d. **Other entities.** Enter your name as shown on required U.S. federal tax documents on line 1. This name should match the name shown on the charter or other legal document creating the entity. You may enter any business, trade, or DBA name on line 2.

e. **Disregarded entity.** For U.S. federal tax purposes, an entity that is disregarded as an entity separate from its owner is treated as a "disregarded entity." See Regulations section 301.7701-2(c)(2)(iii). Enter the owner's name on line 1. The name of the entity entered on line 1 should never be a disregarded entity. The name on line 1 should be the name shown on the income tax return on which the income should be reported. For example, if a foreign LLC that is treated as a disregarded entity for U.S. federal tax purposes has a single owner that is a U.S. person, the U.S. owner's name is required to be provided on line 1. If the direct owner of the entity is also a disregarded entity, enter the first owner that is not disregarded for federal tax purposes. Enter the disregarded entity's name on line 2, "Business name/disregarded entity name." If the owner of the disregarded entity is a foreign person, the owner must complete an appropriate Form W-8 instead of a Form W-9. This is the case even if the foreign person has a U.S. TIN.

### Line 2

If you have a business name, trade name, DBA name, or disregarded entity name, you may enter it on line 2.

### Line 3

Check the appropriate box on line 3 for the U.S. federal tax classification of the person whose name is entered on line 1. Check only one box on line 3.

IF the entity/person on line 1 is a(n) . . .	THEN check the box for . . .
<ul style="list-style-type: none"> <li>• Corporation</li> </ul>	Corporation
<ul style="list-style-type: none"> <li>• Individual</li> <li>• Sole proprietorship, or</li> <li>• Single-member limited liability company (LLC) owned by an individual and disregarded for U.S. federal tax purposes.</li> </ul>	Individual/sole proprietor or single-member LLC
<ul style="list-style-type: none"> <li>• LLC treated as a partnership for U.S. federal tax purposes,</li> <li>• LLC that has filed Form 8832 or 2553 to be taxed as a corporation, or</li> <li>• LLC that is disregarded as an entity separate from its owner but the owner is another LLC that is not disregarded for U.S. federal tax purposes.</li> </ul>	Limited liability company and enter the appropriate tax classification. (P= Partnership; C= C corporation; or S= S corporation)
<ul style="list-style-type: none"> <li>• Partnership</li> </ul>	Partnership
<ul style="list-style-type: none"> <li>• Trust/estate</li> </ul>	Trust/estate

### Line 4, Exemptions

If you are exempt from backup withholding and/or FATCA reporting, enter in the appropriate space on line 4 any code(s) that may apply to you.

#### Exempt payee code.

- Generally, individuals (including sole proprietors) are not exempt from backup withholding.
- Except as provided below, corporations are exempt from backup withholding for certain payments, including interest and dividends.
- Corporations are not exempt from backup withholding for payments made in settlement of payment card or third party network transactions.
- Corporations are not exempt from backup withholding with respect to attorneys' fees or gross proceeds paid to attorneys, and corporations that provide medical or health care services are not exempt with respect to payments reportable on Form 1099-MISC.

The following codes identify payees that are exempt from backup withholding. Enter the appropriate code in the space in line 4.

- 1—An organization exempt from tax under section 501(a), any IRA, or a custodial account under section 403(b)(7) if the account satisfies the requirements of section 401(f)(2)
- 2—The United States or any of its agencies or instrumentalities
- 3—A state, the District of Columbia, a U.S. commonwealth or possession, or any of their political subdivisions or instrumentalities
- 4—A foreign government or any of its political subdivisions, agencies, or instrumentalities
- 5—A corporation
- 6—A dealer in securities or commodities required to register in the United States, the District of Columbia, or a U.S. commonwealth or possession
- 7—A futures commission merchant registered with the Commodity Futures Trading Commission
- 8—A real estate investment trust
- 9—An entity registered at all times during the tax year under the Investment Company Act of 1940
- 10—A common trust fund operated by a bank under section 584(a)
- 11—A financial institution
- 12—A middleman known in the investment community as a nominee or custodian
- 13—A trust exempt from tax under section 664 or described in section 4947

The following chart shows types of payments that may be exempt from backup withholding. The chart applies to the exempt payees listed above, 1 through 13.

IF the payment is for . . .	THEN the payment is exempt for . . .
Interest and dividend payments	All exempt payees except for 7
Broker transactions	Exempt payees 1 through 4 and 6 through 11 and all C corporations. S corporations must not enter an exempt payee code because they are exempt only for sales of noncovered securities acquired prior to 2012.
Barter exchange transactions and patronage dividends	Exempt payees 1 through 4
Payments over \$600 required to be reported and direct sales over \$5,000 <sup>1</sup>	Generally, exempt payees 1 through 5 <sup>2</sup>
Payments made in settlement of payment card or third party network transactions	Exempt payees 1 through 4

<sup>1</sup> See Form 1099-MISC, Miscellaneous Income, and its instructions.

<sup>2</sup> However, the following payments made to a corporation and reportable on Form 1099-MISC are not exempt from backup withholding: medical and health care payments, attorneys' fees, gross proceeds paid to an attorney reportable under section 6045(f), and payments for services paid by a federal executive agency.

**Exemption from FATCA reporting code.** The following codes identify payees that are exempt from reporting under FATCA. These codes apply to persons submitting this form for accounts maintained outside of the United States by certain foreign financial institutions. Therefore, if you are only submitting this form for an account you hold in the United States, you may leave this field blank. Consult with the person requesting this form if you are uncertain if the financial institution is subject to these requirements. A requester may indicate that a code is not required by providing you with a Form W-9 with "Not Applicable" (or any similar indication) written or printed on the line for a FATCA exemption code.

A—An organization exempt from tax under section 501(a) or any individual retirement plan as defined in section 7701(a)(37)

B—The United States or any of its agencies or instrumentalities

C—A state, the District of Columbia, a U.S. commonwealth or possession, or any of their political subdivisions or instrumentalities

D—A corporation the stock of which is regularly traded on one or more established securities markets, as described in Regulations section 1.1472-1(c)(1)(i)

E—A corporation that is a member of the same expanded affiliated group as a corporation described in Regulations section 1.1472-1(c)(1)(i)

F—A dealer in securities, commodities, or derivative financial instruments (including notional principal contracts, futures, forwards, and options) that is registered as such under the laws of the United States or any state

G—A real estate investment trust

H—A regulated investment company as defined in section 851 or an entity registered at all times during the tax year under the Investment Company Act of 1940

I—A common trust fund as defined in section 584(a)

J—A bank as defined in section 581

K—A broker

L—A trust exempt from tax under section 664 or described in section 4947(a)(1)

M—A tax exempt trust under a section 403(b) plan or section 457(g) plan

**Note:** You may wish to consult with the financial institution requesting this form to determine whether the FATCA code and/or exempt payee code should be completed.

## Line 5

Enter your address (number, street, and apartment or suite number). This is where the requester of this Form W-9 will mail your information returns. If this address differs from the one the requester already has on file, write NEW at the top. If a new address is provided, there is still a chance the old address will be used until the payor changes your address in their records.

## Line 6

Enter your city, state, and ZIP code.

## Part I. Taxpayer Identification Number (TIN)

**Enter your TIN in the appropriate box.** If you are a resident alien and you do not have and are not eligible to get an SSN, your TIN is your IRS individual taxpayer identification number (ITIN). Enter it in the social security number box. If you do not have an ITIN, see *How to get a TIN* below.

If you are a sole proprietor and you have an EIN, you may enter either your SSN or EIN.

If you are a single-member LLC that is disregarded as an entity separate from its owner, enter the owner's SSN (or EIN, if the owner has one). Do not enter the disregarded entity's EIN. If the LLC is classified as a corporation or partnership, enter the entity's EIN.

**Note:** See *What Name and Number To Give the Requester*, later, for further clarification of name and TIN combinations.

**How to get a TIN.** If you do not have a TIN, apply for one immediately. To apply for an SSN, get Form SS-5, Application for a Social Security Card, from your local SSA office or get this form online at [www.SSA.gov](http://www.SSA.gov). You may also get this form by calling 1-800-772-1213. Use Form W-7, Application for IRS Individual Taxpayer Identification Number, to apply for an ITIN, or Form SS-4, Application for Employer Identification Number, to apply for an EIN. You can apply for an EIN online by accessing the IRS website at [www.irs.gov/Businesses](http://www.irs.gov/Businesses) and clicking on Employer Identification Number (EIN) under Starting a Business. Go to [www.irs.gov/Forms](http://www.irs.gov/Forms) to view, download, or print Form W-7 and/or Form SS-4. Or, you can go to [www.irs.gov/OrderForms](http://www.irs.gov/OrderForms) to place an order and have Form W-7 and/or SS-4 mailed to you within 10 business days.

If you are asked to complete Form W-9 but do not have a TIN, apply for a TIN and write "Applied For" in the space for the TIN, sign and date the form, and give it to the requester. For interest and dividend payments, and certain payments made with respect to readily tradable instruments, generally you will have 60 days to get a TIN and give it to the requester before you are subject to backup withholding on payments. The 60-day rule does not apply to other types of payments. You will be subject to backup withholding on all such payments until you provide your TIN to the requester.

**Note:** Entering "Applied For" means that you have already applied for a TIN or that you intend to apply for one soon.

**Caution:** A disregarded U.S. entity that has a foreign owner must use the appropriate Form W-8.

## Part II. Certification

To establish to the withholding agent that you are a U.S. person, or resident alien, sign Form W-9. You may be requested to sign by the withholding agent even if item 1, 4, or 5 below indicates otherwise.

For a joint account, only the person whose TIN is shown in Part I should sign (when required). In the case of a disregarded entity, the person identified on line 1 must sign. Exempt payees, see *Exempt payee code*, earlier.

**Signature requirements.** Complete the certification as indicated in items 1 through 5 below.

**1. Interest, dividend, and barter exchange accounts opened before 1984 and broker accounts considered active during 1983.**

You must give your correct TIN, but you do not have to sign the certification.

**2. Interest, dividend, broker, and barter exchange accounts opened after 1983 and broker accounts considered inactive during 1983.**

You must sign the certification or backup withholding will apply. If you are subject to backup withholding and you are merely providing your correct TIN to the requester, you must cross out item 2 in the certification before signing the form.

**3. Real estate transactions.** You must sign the certification. You may cross out item 2 of the certification.

**4. Other payments.** You must give your correct TIN, but you do not have to sign the certification unless you have been notified that you have previously given an incorrect TIN. "Other payments" include payments made in the course of the requester's trade or business for rents, royalties, goods (other than bills for merchandise), medical and health care services (including payments to corporations), payments to a nonemployee for services, payments made in settlement of payment card and third party network transactions, payments to certain fishing boat crew members and fishermen, and gross proceeds paid to attorneys (including payments to corporations).

**5. Mortgage interest paid by you, acquisition or abandonment of secured property, cancellation of debt, qualified tuition program payments (under section 529), ABL accounts (under section 529A), IRA, Coverdell ESA, Archer MSA or HSA contributions or distributions, and pension distributions.** You must give your correct TIN, but you do not have to sign the certification.

**What Name and Number To Give the Requester**

For this type of account:	Give name and SSN of:
1. Individual	The individual
2. Two or more individuals (joint account) other than an account maintained by an FFI	The actual owner of the account or, if combined funds, the first individual on the account <sup>1</sup>
3. Two or more U.S. persons (joint account maintained by an FFI)	Each holder of the account
4. Custodial account of a minor (Uniform Gift to Minors Act)	The minor <sup>2</sup>
5. a. The usual revocable savings trust (grantor is also trustee) b. So-called trust account that is not a legal or valid trust under state law	The grantor-trustee <sup>1</sup> The actual owner <sup>1</sup>
6. Sole proprietorship or disregarded entity owned by an individual	The owner <sup>3</sup>
7. Grantor trust filing under Optional Form 1099 Filing Method 1 (see Regulations section 1.671-4(b)(2)(i)(A))	The grantor*

For this type of account:	Give name and EIN of:
8. Disregarded entity not owned by an individual	The owner
9. A valid trust, estate, or pension trust	Legal entity <sup>4</sup>
10. Corporation or LLC electing corporate status on Form 8832 or Form 2553	The corporation
11. Association, club, religious, charitable, educational, or other tax-exempt organization	The organization
12. Partnership or multi-member LLC	The partnership
13. A broker or registered nominee	The broker or nominee

For this type of account:	Give name and EIN of:
14. Account with the Department of Agriculture in the name of a public entity (such as a state or local government, school district, or prison) that receives agricultural program payments	The public entity
15. Grantor trust filing under the Form 1041 Filing Method or the Optional Form 1099 Filing Method 2 (see Regulations section 1.671-4(b)(2)(i)(B))	The trust

<sup>1</sup> List first and circle the name of the person whose number you furnish. If only one person on a joint account has an SSN, that person's number must be furnished.

<sup>2</sup> Circle the minor's name and furnish the minor's SSN.

<sup>3</sup> You must show your individual name and you may also enter your business or DBA name on the "Business name/disregarded entity" name line. You may use either your SSN or EIN (if you have one), but the IRS encourages you to use your SSN.

<sup>4</sup> List first and circle the name of the trust, estate, or pension trust. (Do not furnish the TIN of the personal representative or trustee unless the legal entity itself is not designated in the account title.) Also see *Special rules for partnerships*, earlier.

\*Note: The grantor also must provide a Form W-9 to trustee of trust.

Note: If no name is circled when more than one name is listed, the number will be considered to be that of the first name listed.

**Secure Your Tax Records From Identity Theft**

Identity theft occurs when someone uses your personal information such as your name, SSN, or other identifying information, without your permission, to commit fraud or other crimes. An identity thief may use your SSN to get a job or may file a tax return using your SSN to receive a refund.

To reduce your risk:

- Protect your SSN,
- Ensure your employer is protecting your SSN, and
- Be careful when choosing a tax preparer.

If your tax records are affected by identity theft and you receive a notice from the IRS, respond right away to the name and phone number printed on the IRS notice or letter.

If your tax records are not currently affected by identity theft but you think you are at risk due to a lost or stolen purse or wallet, questionable credit card activity or credit report, contact the IRS Identity Theft Hotline at 1-800-908-4490 or submit Form 14039.

For more information, see Pub. 5027, Identity Theft Information for Taxpayers.

Victims of identity theft who are experiencing economic harm or a systemic problem, or are seeking help in resolving tax problems that have not been resolved through normal channels, may be eligible for Taxpayer Advocate Service (TAS) assistance. You can reach TAS by calling the TAS toll-free case intake line at 1-877-777-4778 or TTY/TDD 1-800-829-4059.

**Protect yourself from suspicious emails or phishing schemes.** Phishing is the creation and use of email and websites designed to mimic legitimate business emails and websites. The most common act is sending an email to a user falsely claiming to be an established legitimate enterprise in an attempt to scam the user into surrendering private information that will be used for identity theft.

The IRS does not initiate contacts with taxpayers via emails. Also, the IRS does not request personal detailed information through email or ask taxpayers for the PIN numbers, passwords, or similar secret access information for their credit card, bank, or other financial accounts.

If you receive an unsolicited email claiming to be from the IRS, forward this message to [phishing@irs.gov](mailto:phishing@irs.gov). You may also report misuse of the IRS name, logo, or other IRS property to the Treasury Inspector General for Tax Administration (TIGTA) at 1-800-366-4484. You can forward suspicious emails to the Federal Trade Commission at [spam@uce.gov](mailto:spam@uce.gov) or report them at [www.ftc.gov/complaint](http://www.ftc.gov/complaint). You can contact the FTC at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or 877-IDTHEFT (877-438-4338). If you have been the victim of identity theft, see [www.IdentityTheft.gov](http://www.IdentityTheft.gov) and Pub. 5027.

Visit [www.irs.gov/IdentityTheft](http://www.irs.gov/IdentityTheft) to learn more about identity theft and how to reduce your risk.

## Privacy Act Notice

Section 6109 of the Internal Revenue Code requires you to provide your correct TIN to persons (including federal agencies) who are required to file information returns with the IRS to report interest, dividends, or certain other income paid to you; mortgage interest you paid; the acquisition or abandonment of secured property; the cancellation of debt; or contributions you made to an IRA, Archer MSA, or HSA. The person collecting this form uses the information on the form to file information returns with the IRS, reporting the above information. Routine uses of this information include giving it to the Department of Justice for civil and criminal litigation and to cities, states, the District of Columbia, and U.S. commonwealths and possessions for use in administering their laws. The information also may be disclosed to other countries under a treaty, to federal and state agencies to enforce civil and criminal laws, or to federal law enforcement and intelligence agencies to combat terrorism. You must provide your TIN whether or not you are required to file a tax return. Under section 3406, payers must generally withhold a percentage of taxable interest, dividend, and certain other payments to a payee who does not give a TIN to the payer. Certain penalties may also apply for providing false or fraudulent information.