



## **CITY COUNCIL AGENDA REPORT**

**MEETING DATE:** 11/15/2022

**DEPARTMENT:** City Manager

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### **SUBJECT:**

SECURITY CAMERA REBATE PROGRAM

### **RECOMMENDED ACTION(S):**

Exercise City Council discretion.

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### **EXECUTIVE SUMMARY:**

In March 2019, the City provided residents an opportunity to receive a rebate for the purchase of a home self-monitoring security camera system. If a resident purchased any home security camera system, the City would give the resident \$50 rebate. However, if the resident purchased a Ring product, Ring would give a resident an additional \$50 rebate. At the October 4, 2022, City Council meeting, City Councilmember Moatazedi requested staff to revisit the security camera rebate program that was previously provided by the City during the discussion of Item No. 15 "Consideration of Catalytic Converter Theft Mitigation Program" (Attachment 1). Staff has contacted Ring and learned that the rebate program is no longer offered. Staff is requesting additional direction from the City Council on potentially implementing an updated version of the security camera rebate program that ended in 2019.

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### **BACKGROUND:**

The City and Ring partnered in 2019 to offer rebates to residents for the purchase of a home self-monitoring security camera system. The program required that applicants were residents of Lake Forest within an active Neighborhood Watch Program. Residents submitted applications online, verified that their address was within the boundaries of an active Neighborhood Watch Program, provided copy of a government identification card, utility bill, and the security camera system receipt.

If a Ring Home Security Product was purchased directly online through Ring's website, Ring would match the City's \$50 rebate with an additional \$50 incentive for a total of \$100. If a resident purchased any brand of self-monitoring security camera system other than Ring, then the City provided the resident a \$50 rebate.

The rebate program was successful and a total of \$5,000 was allocated and distributed to residents.

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## **DISCUSSION:**

In response to Councilmember Moatazedi's request that staff investigate providing this program again, staff contacted Ring to determine if the program is still active. Staff recently learned that Amazon acquired ownership of Ring. During discussions with both Ring and Amazon, it was determined that the Ring Rebate Program is no longer offered by Ring. To facilitate City Council discussion, staff has identified the following options:

### **Option One - Direct staff to research other home security camera companies and develop an incentive purchase program**

The City Council could direct staff to contact home self-monitoring security camera companies to see if any of these companies would consider offering a rebate purchase incentive for their products. This option would provide staff additional time to research and develop a more detailed program with incentives that would benefit residents. The cost of the program would also be dependent on the incentives offered by the potential companies.

### **Option Two - Status Quo**

The City Council could direct staff to provide information at a future date if there is a home self-monitoring security camera rebate program that becomes available.

Overall, the Ring Rebate Program was successful, and the funds were exhausted within the first month. Staff is currently unaware of any rebate program available at this time. Staff has provided two options for City Council consideration and will proceed as directed.

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## **FISCAL IMPACT:**

There is no fiscal impact associated with the recommended action.

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## **ATTACHMENT:**

Minute Excerpt from City Council Meeting - October 4, 2022

Initiated By: Sharlyn De la Paz, Senior Management Analyst  
Submitted By: Sean McGovern, Assistant to the City Manager  
Approved By: Debra Rose, City Manager