



**Date:** July 16, 2019

**To:** Honorable Mayor and Members of the City Council

**From:** Vice Mayor Dee Andrews, Sixth District Councilmember *DA*  
Suzie A. Price, Third District Councilmember *SP*  
Roberto Uranga, Seventh District Councilmember *RU*

**Subject:** Feasibility of Ring, LLC, Partnership

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**RECOMMENDATION:**

City Council approval is requested to direct the City Manager to explore expanding its partnership with Ring, LLC (Ring) to increase the number of security devices in the City to enhance neighborhood security.

Options to be explored include, but are not limited to, financial incentive programs aside from the current resident group discount offered by Ring to homeowner associations. Emphasis in increasing Ring or other security devices in the following areas is requested:

- residences in low-income communities;
- residences where an increase in mail theft is noted; and
- residences willing to partner with the current Ring Neighbors Portal MOU.

**DISCUSSION:**

Ring security devices connect to the owner's home Wi-Fi network and send real-time notifications to the owner's smart phone or tablet when someone is at the user's door. Using the free Neighbors by Ring App (App), which is available for Apple, Android, and Windows 10 devices, the user can see a high definition video stream of the person at the door and speak to them using two-way audio communication. Ring security devices can alert users when someone presses the button on the doorbell or when motion is detected. Ring security devices operate on battery power or hooked up to home doorbell wiring.

On July 2, 2019, the City Council authorized the City Manager to execute a Memorandum of Understanding (MOU) with Ring, LLC, for ongoing digital access and support to the



Ring Neighbors Portal, at no cost to the City of Long Beach. The Neighbors Portal is a platform where users of the App can share video, comment on real time crime, and receive alerts pertaining to a user-defined neighborhood. Users include App subscribers, law enforcement, and the Ring team. Police personnel can view subscriber-approved, uploaded videos to the portal. App subscribers have the option to decline the sharing of requested video. Through this portal, the Long Beach Police Department (LBPd) can communicate and encourage community engagement to promote public safety through partnerships.

To strengthen the Ring Neighbors Portal and existing MOU, City Council support is requested to direct the City Manager to research and find ways to incentivize residents to increase the number of Ring security devices throughout Long Beach. Ring is uniquely positioned to support increased community surveillance as they already serve as the leading provider of camera enabled doorbells with police department access to footage with subscriber permission.

This matter was reviewed by Budget Manager Grace H. Yoon on July 8, 2019.

**FISCAL IMPACT:**

This recommendation requests the City Manager to explore expanding its partnership with Ring, LLC, to increase the number of Ring security devices in the City to enhance neighborhood security. Any financial incentives, other than those potentially provided by Ring, would need to be identified along with their costs before implementation, with the potential source of financial incentives coming from one-time District Priority Funds by the interested Council District Offices. The implementation of this recommendation is anticipated to result in a minimal impact to staff hours beyond normal budgeted scope of duties and a minimal impact on City Council priorities.