



SSI's LE Alarm Industry Study

2012 FARA Training Symposium

Presented
by

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SECURITY SALES & INTEGRATION



LAW ENFORCEMENT Calls Security Industry to Duty

Thanks to the implementation of best practices and advances in technology, recent years have seen reductions in false alarm dispatches that are helping bolster the relationship between law enforcement and the security industry. Yet there remains much to be done to further strengthen and grow the partnership. The 2011 Law Enforcement Security Industry Study serves as a report card for both sides.

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GENERAL QUESTIONS

Which of the following best describes your classification?



POLICE

Officer/Deputy/Trooper **33.6%**

Chief	23.1%
Sergeant	14%
Other	8.6%
Lieutenant	7.3%
Captain/Commander/Major	5.8%
Sheriff	3.5%
Training Corporal/Agent	2.6%
Director/Department Head/Manager	1.5%



SHERIFFS

Sheriffs **81.5%**

Captain/Commander/Major	4%
Sergeant	3.3%
Lieutenant	3.3%
Director/Department Head/Manager	2.6%
Other	2.6%
Officer/Deputy/Trooper	2%
Chief	0.7%

While the single largest group of respondents on the police side was frontline personnel, the majority were supervisory positions (including nearly a fourth being chiefs). More than four of five on the sheriff side were frontline posts.



GENERAL QUESTIONS

Which of the following best describes your agency?



Just above seven in 10 police respondents serve cities or municipalities, with close to a quarter doing duty for counties and a handful being with state agencies. Overwhelmingly, sheriffs serve and collect their paychecks from counties.





GENERAL QUESTIONS

What is your general perception of the electronic security/burglar alarm industry?

	POLICE	SHERIFFS
Provides useful crime deterrents, but making little headway on false alarms	48.3%	45.1%
Provides useful crime deterrents, making gains on the false alarm issue	31.1%	33.8%
A valued partner in deterring/preventing burglary	13.5%	17.6%
Of little or no value to law enforcement	7.1%	3.5%

While sheriff responses came out slightly more favorably than those of police, in excess of 90 percent of law enforcement believe the electronic security/ alarm industry provides useful or valuable crime deterrence. However, the largest faction see little progress in false alarm reduction.

In your city, how do you view the relationship between law enforcement and electronic security companies?

	POLICE	SHERIFFS
Improving as security technology improves	49.4%	56.3%
Strained because of too many needless alarm dispatches	33.9%	31.7%
Strong cooperation between both sectors	9.6%	9.2%
Nonexistent; we do our best to ignore them	7.1%	2.8%

Approximately half of law enforcement are encouraged by technology's capacity to strengthen its relationship with security and alarm companies. Yet around a third says unnecessary dispatches strain relations. In the 2006 study, nearly a fourth selected "nonexistent," so that is major progress.



REDUCING FALSE DISPATCHES

Regarding an alarm ordinance...

	POLICE	SHERIFFS
We do not have an alarm ordinance	34.8%	67.2%
We have an alarm ordinance that has been updated within the past five years	31.4%	14.0%
We have an alarm ordinance, but it has not been updated in five years or more	29.7%	13.3%
We are currently developing a new ordinance	2.5%	3.9%
We plan to update our ordinance in the near future	1.6%	1.6%

The results of this question came almost completely opposite. Reading through the lines a bit indicates more attention needs to be given to alarm ordinances as fewer than a third of police have one in place that is less than five years old. Likewise, two-thirds of sheriffs have no such ordinance in place.

If you have a false alarm ordinance, how strictly do you believe that it is enforced?

	POLICE	SHERIFFS
Strict enforcement, very few or no exceptions allowed	37.8%	33.4%
Moderate enforcement, users selectively let off with no citation	31.6%	33.3%
Lax enforcement	30.6%	33.3%

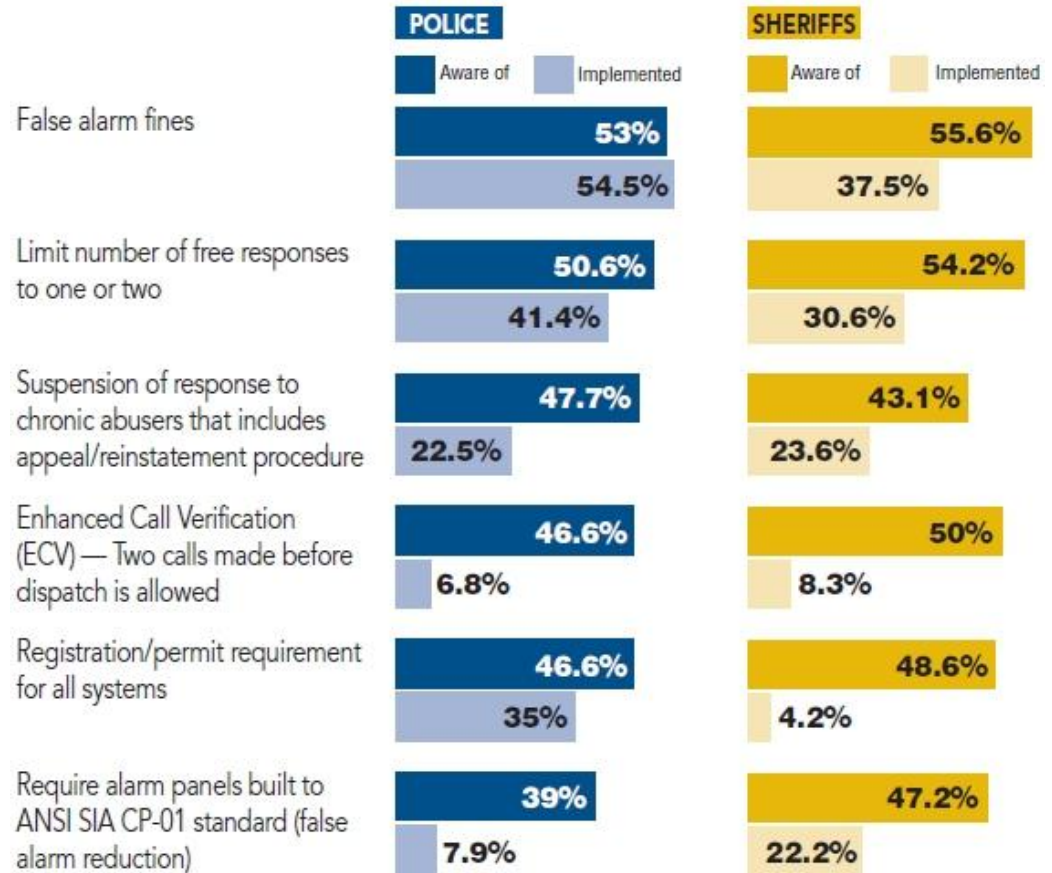
Whether viewed up and down or sideways, this one came out very evenly for strict, moderate and lax enforcement of alarm ordinances. Even so, the hardline approach of making few to no exceptions for violators is the most common practice.



REDUCING FALSE DISPATCHES

The alarm industry in conjunction with law enforcement has developed a national model ordinance with several recommended best practices.

In general, the adoption rate of recommended best practices is substantially higher for police than sheriffs. However, in some cases the awareness level is actually higher among sheriffs. Approximately half of all respondents are at least aware of all six elements. Implementing false alarm fines rose 17 percentage points on the police side since the 2006 survey.

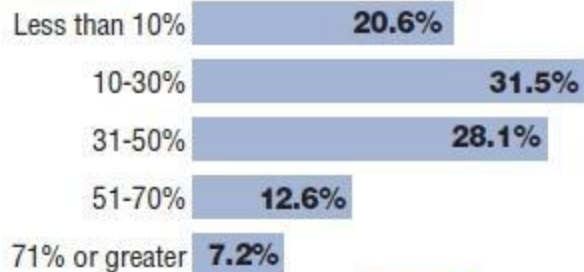




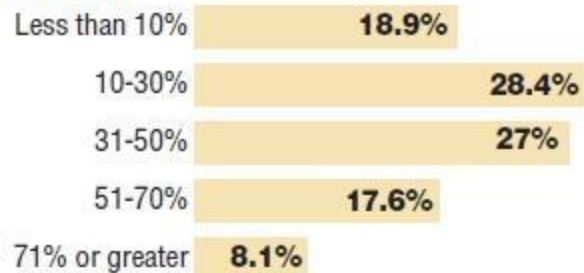
REDUCING FALSE DISPATCHES

If you passed or amended an alarm ordinance, at what level of reduction in requests for dispatch to alarm calls would you consider it to be successful — assuming it has been in place and enforced for at least 12 months?

POLICE



SHERIFFS

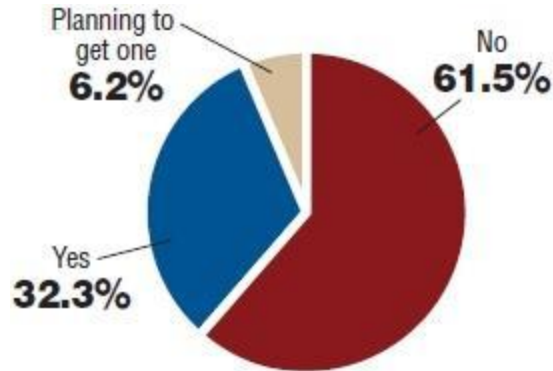


Interestingly while sheriffs are generally more pro-security industry than police, they have higher expectations for dispatch reductions as the result of an alarm ordinance (25.7 percent vs. 19.8 percent for 51 percent or greater).

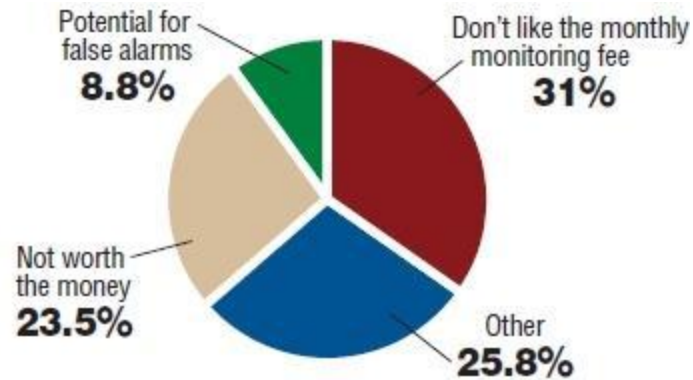


REDUCING FALSE DISPATCHES

Do you personally have an electronic security system in your home?



If you do NOT personally have an electronic security system, what is the main reason?



Almost one in four police have or intend to get an electronic security system installed in their home. Those saying they did not have one fell 12 percentage points from 2006. Money was a much bigger reason for not having a system than false alarms. This question was only asked of the police group.



REDUCING FALSE DISPATCHES

Do you believe that electronic security systems prevent or reduce property loss?

	POLICE	SHERIFFS
Yes, I recommend them, but also suggest proper locking hardware and lighting for maximum effectiveness	72.9%	80.5%
No, I believe good physical security (locks, lighting) alone is quite sufficient	13%	7.3%
Yes, I strongly recommend burglar alarm systems to everyone in my community	7.3%	9.8%
No, I believe burglar alarms are a nuisance	3.6%	1.6%
Yes, I recommend them, but only when someone has been burglarized before	3.2%	0.8%

About 90 percent (up from 84 percent in 2006) of law enforcement believe electronic security systems prevent or reduce property loss. The majority of both police and sheriffs recommend a holistic approach that includes not only electronic devices but also deterrents such as locks and lighting.



VIDEO INTRUSION ALARMS

Do you believe that video alarm technology helps law enforcement?

By a rather convincing tally, law enforcement are enamored with the use of video or CCTV as a crime-fighting tool. Police and sheriffs alike are particularly interested in the technology's ability to assist in identifying suspects and contributing to more apprehensions.

	POLICE	SHERIFFS
Yes, video of the crime helps with identifying suspects after the fact	57.5%	63.3%
Definitely, we make more arrests if crimes are immediately observed/dispatched	32.5%	30%
Marginally, reviewing old video after the fact has not been very useful	8.2%	6.7%
Not really, video technology has not benefited law enforcement	1.8%	0%



VIDEO INTRUSION ALARMS

Would access to live video by 911 dispatch operators in a home/business (once an alarm event has occurred) strengthen the public/private sector partnership and help prevent crime?

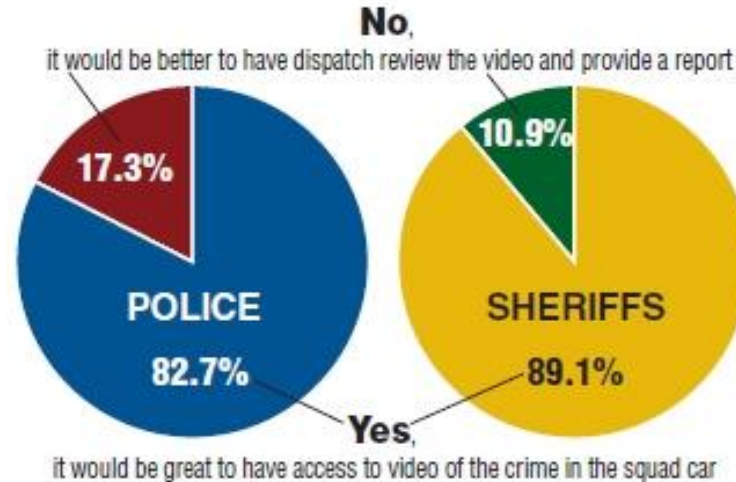
Almost without exception, police and sheriffs believe alarm event-triggered video surveillance fed to emergency response operators would be beneficial to their jurisdictions. These results indicate municipal surveillance systems and other use of video in law enforcement could see exponential growth.

	POLICE	SHERIFFS
Possibly, immediate access to the video of the crime could only help	49.9%	45%
Absolutely, this would enhance situational awareness and alarm response	41.8%	50%
Marginally, live video feeds are too cumbersome to be helpful in the field	6.6%	3.3%
Not really, video technology is overhyped and causes more problems than it solves	1.7%	1.7%



VIDEO INTRUSION ALARMS

Would it be useful if video of a crime in progress was actually pushed out to the squad car for immediate review by the responding officer?



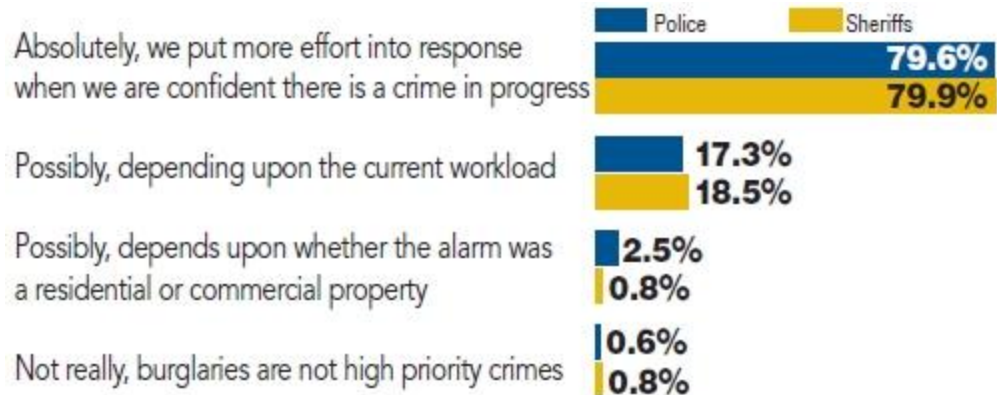
The vast majority of law enforcement, especially sheriffs, desire the capability of viewing surveillance video in their patrol vehicles. The interest level, advancing technology and lower price points are helping make this a reality for select agencies.



VIDEO INTRUSION ALARMS

Would you support a higher priority response to an alarm where video has confirmed a probable crime in progress than you would for a traditional alarm?

With nearly identical percentages, approximately four in five police and sheriffs say video verification of intrusion alarms would convince them to endorse placing a higher priority on response. Law enforcement answered “absolutely” just 67 percent to a similar question contained in the 2006 survey.





VIDEO INTRUSION ALARMS

Do you believe more arrests could be made responding to video intrusion alarms that verify a crime in progress rather than traditional alarm systems?

Almost unanimously, law enforcement advocate using video surveillance to extend the power of security technology from a reactive deterrent to a proactive crime-fighting tool that enables more apprehensions. Nearly half the respondents say they are already making more arrests thanks to video.

	POLICE	SHERIFFS
Absolutely, we already make more arrests when responding to eyewitness calls	48.6%	47.5%
Probably, video has already proven useful in fighting crime	45.7%	48.3%
Possibly, but video has not really proven to be effective in my experience	4.5%	4.2%
Not really, all intrusion alarms are the same	1.2%	0%



VIDEO INTRUSION ALARMS

Do you believe that new and improved types of electronic security systems, such as video surveillance and access control, offer benefits to law enforcement that can strengthen the public/private partnership for crime prevention?

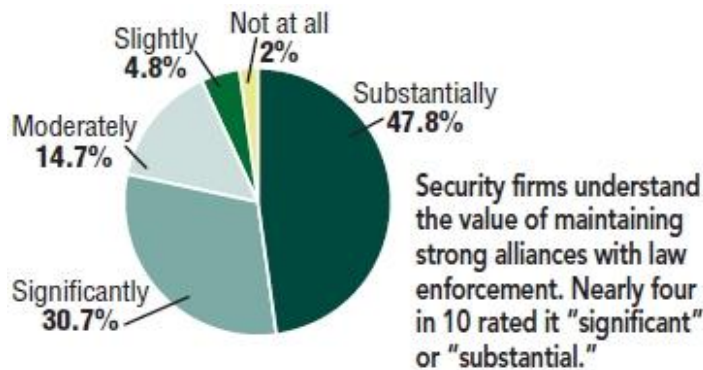
	POLICE	SHERIFFS
Yes, but technology cannot substitute for manpower; we need both	49.5%	46%
Absolutely, they can help enhance manpower and maximize resources in crime prevention	32.3%	45.1%
Possibly, but they are overhyped by some companies that promise too much	16.3%	7.1%
It doesn't matter because there is no money to buy them	1.4%	1.8%
No, they will only create new problems and be a negative influence in crime prevention	0.5%	0%

As indicated elsewhere in the study, law enforcement are keen on the potential of innovative electronic security systems, such as video and access control, to help them do their jobs and curtail criminal activity. By more than a 2-1 margin compared to sheriffs, police say some products are overhyped.



RELATIONSHIP BETWEEN SECURITY COMPANIES AND LAW ENFORCEMENT

To what extent do you believe that strong relationships with law enforcement increase the value of your company/services?



Security firms understand the value of maintaining strong alliances with law enforcement. Nearly four in 10 rated it "significant" or "substantial."

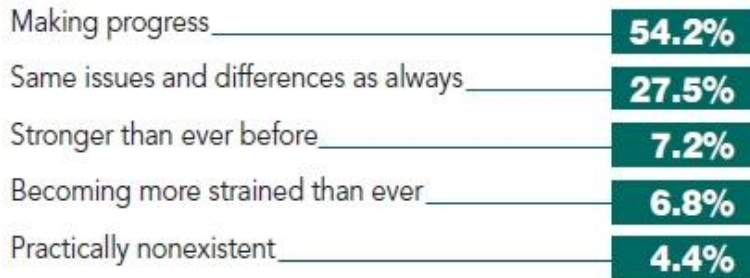
By a handy margin, security companies cite the ability to deliver premium value to customers as the leading benefit of building strong relationships with responding law enforcement agencies. Actively assisting in the war on crime was the second most popular choice.

Better relationships mean better response and greater value to our customers	3.2
Better relationships mean being more of an active participant in fighting crime	2.77
Better relationships mean more leads and support from law enforcement	2.41
Better relationships mean fewer restrictions on alarm businesses	2.08



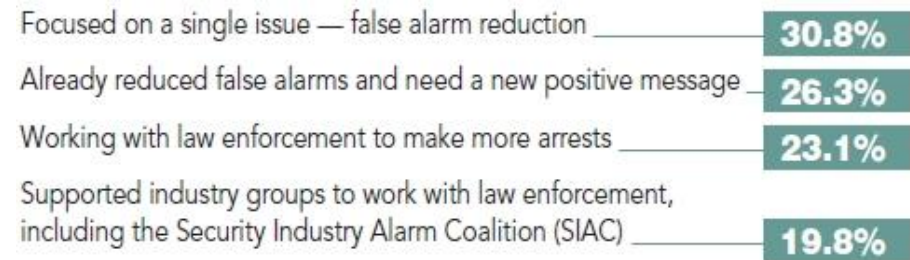
RELATIONSHIP BETWEEN SECURITY COMPANIES AND LAW ENFORCEMENT

In general, relationships between security dealers/integrators and law enforcement are ...



By more than a 2-1 margin, most security companies believe the industry's relationships with law enforcement are either making progress or stronger than ever before. However, about a third see little change and almost 7 percent report things are getting worse.

Regarding building a relationship with law enforcement, my company has ...



These answers demonstrate several proactive ways security companies are taking steps to strengthen their partnerships with law enforcement. Almost half say they have conquered the false alarm issue and/or are seeking to work more closely with police and sheriffs to generate more apprehensions.



RELATIONSHIP BETWEEN SECURITY COMPANIES AND LAW ENFORCEMENT

Importance of the following activities to improve relations with law enforcement (1-7, 7 being highest)

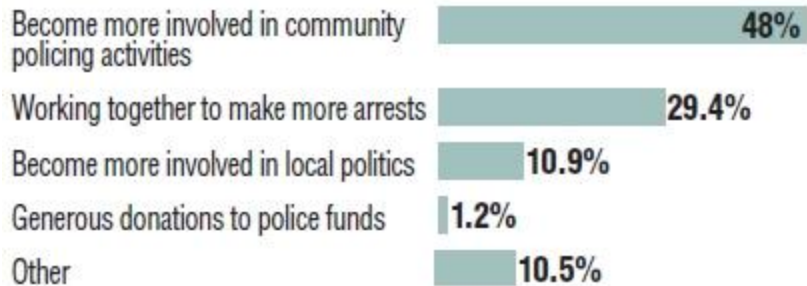
Effectively minimizing false alarm dispatches	5.9
Reaching out to befriend police chiefs, alarm coordinators, etc.	4.82
Participating in educational efforts	4.72
Working with law enforcement to make more apprehensions	4.15
Participating in policing events/activities	3.88
Donating generously to police funds	2.96
Nothing	1.79

Minimizing false alarm dispatches was far and away the most essential measure selected by security company owners and operators to foster strong relations with law enforcement. Proactively reaching out to officials and helping educate them and citizens about security systems also registered high on security firms' lists.



RELATIONSHIP BETWEEN SECURITY COMPANIES AND LAW ENFORCEMENT

Once false alarms have been reduced to reasonable levels, what do you believe is the next step needed to strengthen relationships with law enforcement?

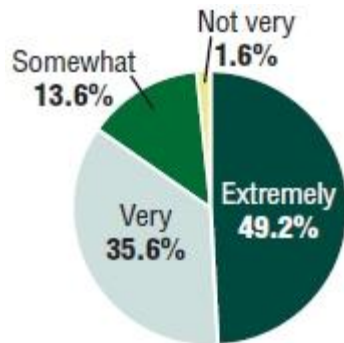


If not already doing so, security companies are standing by ready, willing and able to answer the call of duty. Nearly four in five respondents envision their businesses becoming more involved in community policing activities and/or contributing to more arrests.



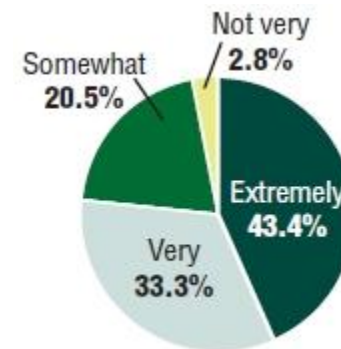
RELATIONSHIP BETWEEN SECURITY COMPANIES AND LAW ENFORCEMENT

How important to YOU is it that electronic security solutions actually help apprehend criminals?



Across the board, it is important to owners and operators of security firms that their company's systems help keep the public safer. About 85 percent answered "extremely" or "very."

How important do you believe it is to LAW ENFORCEMENT that electronic security solutions actually help apprehend criminals?



Security companies generally believe law enforcement places importance on their systems leading to more arrests. However, as the graph to the far left shows, respondents believe the intension is stronger among security providers themselves.



Police Dispatch Quality Program



Call for Entries

"Promoting Partnerships in Public Safety"

Security companies and law enforcement agencies work together as partners, sharing information and communicating frequently to protect public safety and serve their communities. The Security Industry Alarm Coalition (SIAC), False Alarm Reduction Association (FARA), and SECURITY SALES & INTEGRATION created the POLICE DISPATCH QUALITY (PDQ) program to promote cooperative best practices, reduce unnecessary dispatches and give officers the most complete information when responding to alarms. We are looking for companies that exemplify an all-out effort to reduce false alarms from implementing ECV (Enhanced Call Verification, a.k.a. two-call verification) to utilizing ANSI CP01-compliant control panels, training customers and working closely with law enforcement. The best overall collaboration will be honored with the 7th Annual North American PDQ Award, which is also endorsed by the Installation Quality (IQ) Certification Program.

- The winning security company will receive \$1,000 for hotel and airfare to attend June's Electronic Security Expo (ESX) in Nashville, Tenn., and will participate in the award ceremony.
- Outstanding program ideas will be featured in SECURITY SALES & INTEGRATION magazine, in security association publications and their Web sites, and at ESX 2012.
- Installing and/or monitoring alarm dealers in the U.S. and Canada must mail an application to SIAC postmarked by Feb. 28, 2012.
- Security companies and local police officials should meet now to form partnerships in public safety.

★ WORKING TOGETHER FOR PUBLIC SAFETY ★

The SECURITY INDUSTRY ALARM COALITION and the FALSE ALARM REDUCTION ASSOCIATION
Co-Sponsored by: SECURITY SALES & INTEGRATION Magazine, IQ Certification Program and Honeywell Security

Download an application and the judging criteria package at
siacinc.org • faraonline.org
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Questions?

THANK YOU!

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