

2006 CSAA Electronic Security Forum  
and Exposition

ONE INDUSTRY VOICE FOR ALARM MANAGEMENT ISSUES....



### WHO IS SIAC?

- Need for **One-Voice** to Represent the Alarm Industry!
- Started Operation 2003 – Following AIREF/CARE project
- 501(c)(6) Non-Profit
- Governed by the Four North American Alarm Associations

One voice for the alarm industry...



We manage the alarm issue for the major North American security trade associations.



### Contributors:

ADI	GE/Interlogix
ADT Security Services	Honeywell/ADEMCO
Altronix	Leo Guthart
Bosch Security Systems	NAPCO Security Systems
Brinks Home Security	Protection One/Network
CANASA	NBFAA
CSAA	Safeguard Security Systems - AZ
DMP - Digital Monitoring Products	SIA
Emergency 24	TriEd Distribution

**INDUSTRY THANKS YOU!**

### CSAA Contributors:

A-1 Security - NV	Lowitt Alarms - NY
Alarm Detection Systems - IL	Safeguard Security Systems - AZ
Alarm Detection Systems - TN	Supreme Security Systems - NJ
Bay Alarm - CA	Vector Security - NJ
DGA - NY	Wayne Alarm Systems - MA
General Alarm - IN	

**SPECIAL THANKS TO CSAA & BOARD!**

### SIAC, We work to...

- Reduce Dispatches
- Educate all parties – **Solutions**
- Share Information
- Promote/Support effective ordinances
- Support Measures to Help Recover Costs to Law Enforcement

## Staff of Experts...

- Experience:
  - 65 years in Law Enforcement
  - 43 years in Alarm Industry Management
- Unique team unequalled in North America
- Addressed/Assisted 1000's of agencies



AVAILABLE TO LAW ENFORCEMENT & INDUSTRY AS A **FREE** RESOURCE!

## Cooperative efforts...



- Participate with IACP & NSA leaders & others
- Conduct Seminars at National, State & Local Meetings
- FBI – LEEDA Training
- Assist alarm administrators on ordinance preparation

## Responsive Team...

- Ready - Short notice travel..
  - Associations that need help
  - Council meetings/County Government
- Lobby/Testify as required
- Coordinate w/National Alarm Companies
- Coordinate w/Local Alarm Dealers
- Coordinate w/Business Leaders



## SIAC Action Items...

- Ordinance w/Best Practices – Enforced!
- ECV (Multiple Call Verification)
- ANSI CP-01 Equipment Requirement
- Communication & Cooperation

## Our Concerns...

### WHY Reduce Alarm Dispatches?

- *Officer Safety*
- *Police Resource Usage*
- *Fines*
- *Real Threat of Non-Response*



## Non-Response Threat is Real...

FROM 1997-2003 ONLY 9 JURISDICTIONS OPTED FOR NON-RESPONSE....

Verified Response (non-response)- In effect by policy or Ordinance:

<b>Las Vegas</b>	<b>1997 – Present</b>
Lane County, OR	4th Quarter 1999
West Valley, UT	3rd Quarter 2000
<b>Salt Lake City, UT</b>	<b>December 2000</b>
Henderson, NV	2nd Quarter 2001
Arvada, CO	2002
Eugene, OR	2nd Quarter 2003
Murray, UT	July 2003
Thurston County, WA	March 2003

## Non-Response Threat is Real...

### IN 2004 ELEVEN MORE CITIES JOINED....

#### **Verified Response (non-response)- In effect by Policy or Ordinance:**

Summit, CO	January 2004
Broomfield CO	1st Quarter 2004
Yakima, WA	2nd Quarter 2004
Westminster, CO	2nd Quarter 2004
Nogales, AZ	2nd Quarter 2004
South Salt Lake City, UT	3rd Quarter 2004
Salem, OR	3rd Quarter 2004
Lakewood, CO	3rd Quarter 2004
Milwaukee, WI	September 2004
Burien, WA	October 2004
Bellingham, WA	January 2005

## Non-Response Threat is Real...

### IN 2005 .... Passed, Considered or Pending

#### **Verified Response (non-response)**

Fremont, California - March 2005  
 Turlock, CA (passed)  
 San Mateo, CA (strongly considering)  
 Simi Valley, CA (strongly considered, but declined after industry & citizen action)

December 2005 .... Dallas, TX -  
 Council passes ordinance to stop response to  
 commercial alarms!

**VIRTUALLY EVERY LAW ENFORCEMENT AGENCY  
 HAS SEEN INFORMATION ON VERIFIED RESPONSE!**

## Non-Response Threat is Real...

### IN 2006.... Passed, Considered or Pending

#### **Verified Response (non-response)**

Dallas, TX - Implemented Feb 2006  
 Tulsa, OK (strongly considered, but died after new mayor elected)  
 Modesto, CA - pending  
 Tracy, CA - pending  
 Madison, WI - pending  
 DALLAS - THREATENS RESIDENTIAL VR BY YEARS' END

**MORE COMING...**

## Organized Strategy...

### **Coordinated\* Effort Against Industry**

- **Pre-briefings on Strategies**
  - City Manager/Mayor
  - Council members
- **Agency refuse attempts to communicate**
- **City Councils closed to industry input**
- **Media Prepared in Advanced**
  - TV - Radio
  - Newspapers



*\*Note: A very small group of agencies, but having some success...*

## Organized Strategy...

### **Coordinated\* Effort Against Industry**

- **Private fundraising**
  - Brochures
  - Mail-outs to citizens
- **City Manager/Chief - Special Meetings**
  - Chambers
  - Key Business Leaders
  - Guard Companies
  - Community Meetings



*\*Note: A very small group of agencies, but having some success...*

## Organized Strategy...

### **Coordinated\* Effort Against Industry**

- **Industry left with few options...**
  - Educate Consumers - Letters
  - Educate Media
  - Educate City Council - personal contact/letters
- **Examine response options**



*\*Note: A very small group of agencies, but having some success...*

## SIAC Prevent Defense...

- **Coordinated Communication:**
  - Local Chiefs/Sheriffs
  - City council members
- **Reduce Dispatches – Commit NOW!**
  - ECV – Multiple Call Verification
  - Install ANSI CP-01 Control Panels
  - Train Customers Properly!

## Action Items...

- **Coordinated Communication Through Your Local or State Association!**
  - **Each Dealer assigned a jurisdiction**
    - Personal visit to alarm unit and Chief
    - Note concerns or issues
    - Report back to association
    - Invite to meetings
  - **Get Involved with local government**
    - Meet city council members
    - Meet Mayor



## Action Items...

- Immediate Need for **ECV – Enhanced Call Verification** (Multiple calls before dispatch)
- Reduces Dispatches **30%-50%**
  - National Companies & others doing it!
  - Request Local Law Enforcement Support
  - NSA/IACP Support – in place!
  - Central Station **cost savings!**
- Some Potential Contract Issues...

## Action Items...

- Require ANSI – CP-01 Equipment Standard in Ordinance
  - Sets Equipment Defaults to minimize FA
  - Creates level playing field for companies
  - Multiple vendors/equipment available

**100 Worst Customers...**  
**Phoenix... 79% Reduction!**

## What else you can do...

- **In House Employee Training**
- **Pro-Active Approach (Set-up Team)**
  - Use new standards on existing panels
  - Call customers within 24 hours of event
  - Service promptly!
  - Target 10 Worst Offenders Monthly
    - Use Central Station Software to Track!
- Be an **ACTIVE Member of the Local, State and National Associations**

## SIAC IS A RESOURCE...

- Contact us immediately if an adverse ordinance is being considered
- SIAC Resources:
  - Documents/papers for everything
  - National Company cooperation
  - Media assistance
  - SIAC Staff available – short notice travel!

SIAC Website... [siacinc.org](http://siacinc.org)

- Resource Center
  - Model Ordinance
  - SIAC Resource CD
  - Standards
  - Training Presentations
  - Contact Information

[www.siacinc.org](http://www.siacinc.org)

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THANK YOU *CSAA*  
FOR THIS SEMINAR SLOT!



[WWW.SIACINC.ORG](http://WWW.SIACINC.ORG)

