

# 2007 PDQ AWARD - GENERAL INFORMATION

**HOW TO ENTER:** Complete the official application form for each jurisdiction, and send it with your attachments to:



**THE PDQ AWARDS**  
c/o SIAC  
11209 New Orleans Drive  
Frisco, TX  
Phone: 972-377-9401  
or Email information to: [stan@siacinc.org](mailto:stan@siacinc.org)



**APPLICATION FORMS MAY BE FOUND:** [www.siacinc.org](http://www.siacinc.org) or [www.securitysales.com](http://www.securitysales.com).

Applications must be submitted and/or postmarked by December 31, 2006. There is no entry fee. All submission materials become the property of Security Sales & Integration Magazine, and applicants agree that SSI may publish any information contained in the material submitted. All submissions will be judged by representatives of SS&I magazine, the Security Industry Alarm Coalition (SIAC) and the False Alarm Reduction Association (FARA). Judges decisions are final.

**Eligibility:** *Each team must consist of an installing company and a monitoring company for electronic security systems located and operating in North America (could be the same company), and a law enforcement representative from the application jurisdiction. You may submit applications for as many jurisdictions as you wish; limited to one application per jurisdiction per company. Each application must include an individual application form, worksheet and all required attachments. **Previous winners are not eligible to re-enter for TWO-YEARS from the award date.***

**The winning company will receive the following:**

- A custom-made PDQ Award and/or certificate
- Presentation of the award at a ceremony in your town from your local law enforcement representative, with local press coverage.
- A \$1000 check to cover expenses for one representative to attend the 2007 ISC West Show for the formal presentation of the award.
- Photo of your company receiving the award inside a subsequent issue of Security Sales & Integration Magazine.
- Official press release & listing on SIAC's, FARA's, and Security Sales and Integration's Web sites.

# APPLICATION FOR 2007 PDQ AWARDS

These awards are made to the alarm installation/monitoring company team that achieves the highest Police Dispatch Quality in a North American city. If you monitor your own installations, enter "same" in the alarm monitoring company column below.

Alarm installation company name: \_\_\_\_\_

Alarm monitoring company name: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

City: \_\_\_\_\_

Phone No.: ( ) \_\_\_\_\_

Phone No.: ( ) \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Jurisdiction (City, County, Town, etc.) in which you jointly install and monitor alarms: \_\_\_\_\_

(if applying for an award in more than one jurisdiction, submit separate applications)

Your law enforcement or false alarm reduction unit contact in that jurisdiction:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone No.: ( ) \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Is the installation company licensed to do business in this jurisdiction?: YES \_\_\_ NO \_\_\_

Does the monitoring company meet all state and local requirements?: YES \_\_\_ NO \_\_\_

Does either company have unresolved complaints with a consumer agency in this jurisdiction (Better Business Bureau, Consumer Affairs Office, etc.)?: YES \_\_\_ NO \_\_\_

Do either of these companies belong to the local alarm association?: YES \_\_\_ NO \_\_\_

Enter name of the member company and the alarm association: \_\_\_\_\_

## BASIC (MINIMUM) DOCUMENTATION REQUIRED

- Attach a copy of the false alarm prevention program that your team has adopted, showing the date it was adopted (Should show how installation, service, sales, management are all integrated into the program).
- Attach any records that you have, showing the false dispatch reductions that you have achieved for each of the last 3 years.
- Attach detail on special or unique approaches your company employs to achieve reductions or any other documentation that supports your company's commitment to reducing invalid alarms.

*SEE JUDGING CRITERIA FOR A COMPLETE LIST OF AREAS THAT WILL BE SCORED*

**What is your current POLICE DISPATCH RATE\* in this jurisdiction?** \_\_\_\_\_

\*The average number of false alarm dispatches per alarm site during the past 12 months, as determined by dividing the company's total false alarm dispatches (excluding cancellations), by the total alarm sites maintained by the company in that jurisdiction. List commercial and residential rates individually if possible. For jurisdictions that track each company's POLICE DISPATCH RATE, this calculation must be certified by the false alarm reduction unit administrator of that jurisdiction or a statement of reasonable compliance must be issued by the jurisdiction.

**Application completed by:** \_\_\_\_\_

Printed name and title

Date

**APPLICATION MUST BE SUBMITTED AND/OR POSTMARKED BY DECEMBER 31, 2006**

Email or Mail to: THE PDQ AWARDS - c/o Security Industry Alarm Coalition  
11209 New Orleans Dr ~ Frisco, TX 75035 ~ Phone: 972-377-9401 ~ Email stan@siacinc.org

## 2007 PDQ JUDGING CRITERIA

False alarm prevention programs will be judged by the following criteria. A point system will be used with a range of points awarded for each item listed based on the importance and degree of compliance. Your submission must include enough information (copies of policies, customer handouts, sign-off sheets, etc) to determine how well your program rates in each of these areas. *It is not mandatory that you submit information supporting each category, but non-supported information will receive no points for that particular category.*

Each applicant must provide three (3) complete copies of their submission by the deadline of December 31, 2006.

1. Advertising and sales literature must give an accurate depiction of the response that will be made when an alarm occurs, and the cost of the alarm system (initial payment for installation, monthly fee for monitoring, and duration of monitoring contract).
  - a. Copies of all such material must be provided to be considered.
2. Sales persons must explain, prior to installation, local requirements for permits, permit fees and fines for false alarms, if applicable, and assist the customer in obtaining a required permit. Documentation should be provided to the customer that explains the false dispatch issue, and tips to reduce the risk of a false dispatch.
3. Installing alarm companies should install equipment that meets the requirements of SIA CP-01, with all programmable options set to default (standard) settings, and that also meets all applicable UL standards. Please indicate percentage of new installations that utilize CP-01 panels.
  - a. Provide your company's preferred programming settings on all equipment types and models used.
4. Monitoring service companies should employ ECV (Enhanced Call Verification) for all burglar alarm signals. One or more of the following should be used prior to requesting public safety response - multiple call verification (minimum 2 call verification), acceptance of electronic cancellations, audio/video verification, or biometric verification. Documentation of your method must be provided.
5. Either the installing or the monitoring company should contact the customer after each false alarm (or series of similar false alarms) to review the event and determine the cause.
6. The monitoring company must track the worst false alarm abusers each month and take corrective action, as required.
  - a. In instances where a third party monitoring facility is used the responsibility for documentation falls to the installing/servicing company. Installing/ servicing company should document receipt of history reports from the third party vendor and detail the action taken.
  - b. An active program identifying each company's worst offenders and detailing the steps used to address these worst offenders should be documented in full. The ability to document the action taken to correct these abusers will be part of the consideration of each applicant.
7. Either the installing or the monitoring company must instruct the customer on the steps in the verification process and assist him in selecting appropriate telephone numbers for his call list. It must also include response times required by ordinance if applicable, and the importance of assigning pass-codes to those listed on the contact list.

- a. Encouraging customers to provide local numbers for all contacts is preferred, with an emphasis on the use of cellular numbers as the second premises number.
  - b. An active program in the monitoring station that identifies “bad or outdated” contact information and how it is corrected is encouraged.
8. Either the monitoring or installing company must continually communicate with customers (through newsletters, bill inserts, etc.) about how they can help to prevent false alarms, and measures the company is taking to reduce false dispatches.
  - a. Please include copies of all such communication methods, such as sample bill inserts and newsletters.
9. Installers must be certified as meeting the requirements of NTS Level I or II, or equivalent (such as a documented company training program that is similar in content and duration) *or in states or jurisdictions where continuing education is a requirement, applicants should provide details of these training requirements as well as proof of compliance.*
10. If you are using an in-house training program, details of the program including curriculum, frequency of classes and credentials of the instructor will be considered in the judging process.
11. Installers, or other employees, must instruct new customers about:
  - a. how to properly use the alarm system,
  - b. If a 7-day test period is used, describe how these alarms will be handled,
  - c. how to select an arm/disarm code and an identity code,
  - d. how to determine appropriate entry and exit delay periods,
  - e. how to prevent false alarms that could occur with the system just installed,
  - f. how to cancel an alarm or a request for dispatch,
  - g. how to contact the installing or monitoring company for assistance,
  - h. how to obtain service when the alarm system malfunctions,
  - i. how an answering machine or “call waiting” may affect alarm verification and cancellation procedures,
  - j. how the addition of DSL, VOIP, or other services may impact the alarm system.
12. The use of check lists signed by the customer is encouraged. There are *two such check lists provided as addendums to the FARA/ NBFSA Model Ordinance.*
13. Any other unique or additional initiatives within your company that aid in alarm management.
 

This would include but not be limited to;

  - a. Check Lists
  - b. Brochures
  - c. Newsletters
  - d. Advertising
  - e. Contracts
  - f. Form Letters
  - g. Postcards
14. Development of a good working relationship with your local law enforcement agency. Describe the relationship, how often you are in touch, the nature of your communication, and any other information, which relates how you work with your law enforcement contacts and the community at large.
15. The false dispatch rate for the municipality is to be provided. If unavailable, the information can be supplied by the installing dealer but should include supporting documentation on how the rate was achieved. Additionally a letter from the local law enforcement agency supporting these conclusions must be provided.

