



## **PPVAR- Partnership for Priority Video Alarm Response**

PPVAR was established to educate all electronic security stakeholders on the value of video to verify alarm activity during the dispatch process and ultimately reduce false alarms and increase apprehension rates for burglar alarm customers. We have built an organization comprised of members from Law Enforcement, the Insurance Industry and the Electronic Security Industry to fairly represent all interests in the battle against property crime to provide the most reliable and cost effective alarm response to the end user. Although we remain committed to traditional alarm response methods as a deterrent to crime, we consider video verification to be a significant enhancement and one that deserves a higher priority response by all first responders. Our goal is to collaborate with all members involved in the alarm response process and share best practices, ideas and information necessary to maximize the effectiveness of all resources necessary to protect our customer's life and property.

### **LAW ENFORCEMENT**

PPVAR is a public/private partnership that encourages the collaboration of the customer, the alarm and insurance industries, and law enforcement to combat property crime and arrest repeat offenders. In addition to reducing false alarms, verifying an alarm as a crime-in-progress provides situational awareness to first responders for greater officer safety. Verified alarms, where the central station operator is a witness to a crime in progress, have increased apprehensions with documented arrest rates<sup>1</sup> over 10%. Priority Response to actual crimes means responding officers arrest the criminals in the act. Arrests at the crime scene reduce resources spent on investigations and leads to plea bargains and quick convictions. Priority Response to verified alarms delivers arrest rates and successful prosecutions that target the repeat offenders and make a difference in the community.

Priority Response is a simple policy decision to give verified alarms higher priority than a traditional burglar alarm as a formalized policy – something that typically already happens in a 911 center. A formalized Priority Response policy encourages residential and commercial

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<sup>1</sup> *Police Chief Magazine* March 2012 and *SDM Magazine* June, 2012

consumers to upgrade existing alarm systems for fewer false alarms and greater effectiveness. This policy driven “incentive” approach encourages verified alarm systems without the political drama and lengthy legislative process of approving formal ordinances. A Priority Response policy has no downside, no cost to law enforcement and encourages an easy upgrade path to address the persistent problem of false alarms while making more arrests.

## **INSURANCE PARTNERS**

The PPVAR promotes loss control with new tools to reduce property crime claims and mitigate risk with faster police response leading to more arrests. Monitored video alarms send a short video clip to the central station for immediate review and dispatch with priority response. Law enforcement responds to video verified alarms as a crime-in-progress that deliver documented arrest rates of over 10% compared to 0.08% for traditional burglar alarms<sup>2</sup>. The PPVAR has created **Insurance Working Groups** that are focused on specific loss control concerns in which insurance members explain risk mitigation issues for specific markets such as construction or copper theft, and the alarm members develop good/better/best solutions to address the insurance concerns. These good/better/best proposals are reviewed by law enforcement and finally submitted to the insurance members as the basis for “best practices” by vertical application. The goal of the partnership is to explore, understand and create affordable video verified alarm options to help loss control professionals reduce claims.

## **END USERS**

Video verified alarms have been proven to reduce false alarms, increase arrest rates and, ultimately, help maximize the value of the consumer’s investment in their security solution. In fact, the largest provider of commercial video verified alarms dispatches on fewer than 3% of all signals received in their monitoring center, nearly eliminating false alarm fines for their customers. Arrest rates make a difference to the end user as well. Video verified alarms have documented arrest rates greater than 10% - eclipsing the 0.08% arrest rate for traditional alarms and thereby making these customer locations significantly less attractive targets for crime. As the PPVAR organization achieves its goals, video alarm consumers/policy holders/citizens will be the greatest beneficiary as they experience greater security, reduced insurance claims, more arrests and lower false alarm fines.

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<sup>2</sup> POLICE RESPONSE TO BURGLAR ALARMS STUDY: SAN BERNARDINO COUNTY- 2007 Center for Criminal Justice Research, Department of Criminal Justice, California State University, San Bernardino