



WCCTV

Securing Your Parking Lots & Dealerships

The Importance of Parking Lot Security

Parking lots and auto dealerships are enticing targets often due to their ease of access, assumed lack of security, and high number of valuable property/vehicles located in a consolidated area.

Crimes like parking lot takeovers are on the rise, and these place vehicles, drivers, and the public at serious risk. In the worst case scenarios, causing death.

As business owners and property managers, you may not be aware of why you need to be responsible for managing parking lot crime when it only appears to impact parking lot users and the public. However, the consequences expand beyond this.



The Importance of Parking Lot Security

For businesses and properties faced with heavy parking lot crime or repeated incidents of it, there's a high potential of negative consequences, including:



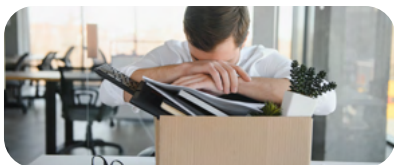
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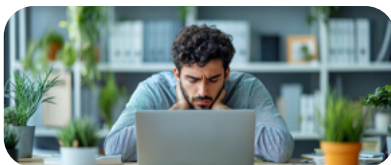
Reputational Damage



Increased Lawsuits



**Higher Employee
Turnover**



**Poor Employee
Wellbeing**



**Increased Insurance
Premiums**

Specific sectors such as retail, hospitality, healthcare, and logistics and distribution centers face increased risks based on a number of factors.

STEP 1: Organise a Site Survey

Understanding the nature of your site is critical to developing a security plan that caters to and targets the key dangers faced by your parking lot or dealership.

Your site survey should focus on the physical layout of your site, as this will determine the security measures and/or number of surveillance cameras your lot requires.

It will also help determine the best positioning of cameras, where additional signage will be most effective, and any existing systems that can be improved upon.

As a managed security service provider, WCCTV can provide a free site survey as part of our overall survey, however below are some key questions you would need to consider if you wanted to do it yourself.

1. What is the total area in square feet that needs to be protected?

2. What is the field of view that you need to record?

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3. How many cameras do you think you will need?

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4. Which areas do the cameras need to cover?

Area #1:

Area #2:

Area #3:

Area #4:

Additional Locations:

5. Will you need additional equipment to get the cameras up and running? (power supply, LTE connectivity, thermal cameras, LPR)

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STEP 2: Complete a Security Risk Assessment

Once your site survey is completed, the next phase of controlling your security risks is to identify areas of vulnerability at your parking lots or dealerships.

When performing a risk assessment, you should:

- 1 Identify the vulnerability
- 2 Assess the likelihood of a security breach occurring
- 3 Assess the severity of loss or damage a security breach could cause

Your risk assessment should focus on two distinct areas:



When identifying the risks at your parking lots or dealerships, you may find it useful to get started with using some of the examples threats we have listed below:

☐ Your business has experienced security breaches previously.

☐ Your lot is in a remote location.

☐ Your site lacks adequate perimeter fencing.

☐ Your site has no security cameras or guarding services.

☐ Your site includes blind spots.

Other:

☐ Your site does not have proper lighting.

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Next, you should determine what specific crimes you are likely to face at your parking lot or dealership. Example crimes include:

➤ Theft, Vandalism, Trespass, Arson, Threats to Guest / Customer / Employee

➤ Other:

.....
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Understanding which of these crimes is your biggest risk will help determine the type of surveillance solution you need (monitored cameras, LPR reader, video analytics, night vision/thermal cameras, voice-down audio).

Most importantly, understand any legalities related to your State:

Different states have different legislation governing the use of surveillance cameras, so it is important you remain ahead of any legal requirement or limitations determined by either your location or application. For example, the specific need to use NDAA-Compliant cameras.

It is also important to ensure you are using US-approved surveillance cameras (for example, many if not all Chinese manufactured surveillance cameras are banned across the US).



STEP 3: Choose Your Technology

Parking lot surveillance cameras are generally considered the best form of protection for all parking lot and dealership types, however, in all cases you need to consider your options.

- Utilize mobile surveillance cameras
- Ensure cameras cover all required areas
- Explore add-ons (i.e. LPR, thermal, etc)

You should have a thorough understanding of the challenges you face, and your next important step is choosing the most appropriate mitigations for these threats. These mitigations are likely to include utilizing surveillance cameras.



Surveillance cameras are undoubtedly the most effective way of protecting parking lots from crimes such as theft, trespass, arson and vandalism. They help prevent, catch and record any criminal activity, and mitigate any liability due to losses or accidents and injuries on-site.

THE WCCTV MINI DOME SOLAR TRAILER



- All-in-one rapid deployment mobile surveillance trailer
- 24/7/365 autonomy
- Compact and easy to transport
- Quick and easy to install - 20 minute / 1 person
- Integrated 4G/5G LTE connectivity
- Remote access to cameras at any time via any device
- Integrated 4TB SSD internal storage
- Up to 87% cheaper than using security guards
- 20-foot-tower - rotates 360 degrees

[**Download Data Sheet**](#)

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There are numerous measures you can implement in addition to surveillance cameras, and these are as follows:



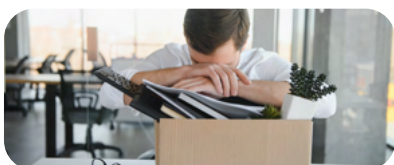
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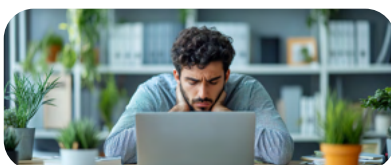
Manned Guards



Signage



**Increased Access
Controls**



**Physical Barriers
e.g. Bollards**



**Perimeter
Fencing**

In all instances, we'd suggest the implementation of high-quality, mobile surveillance cameras that both live monitor and record any incidents that take place in your lot or dealership.

Every site has its own unique set of security challenges, so WCCTV has designed its security cameras to be fully customizable to suit any application.

As well as boasting all the features listed above, we can also bolt-on:

- | | |
|---------------------------------|-----------------------------|
| 1 LPR Cameras | 2 Blue Light Cameras |
| 3 Audio Voice-Down Alarm | 4 Banshee Siren |

Many IP surveillance systems can be customized with additional features that you can leverage to maximize security.

When evaluating different cameras, see if they include features such as:

**ANALYTIC
CAPABILITIES**

Helping you derive value from video data to improve processes and customer relationships.

**MOBILE
CAPABILITIES**

That allow you to monitor live or recorded camera footage from your phone.

**AUTOMATED
DETERRENTS**

Such as sirens, pre-recorded verbal warnings and flashing lights.

**CAMERA
MONITORING**

Functionality that checks camera health frequently and automatically flags any discovered issues.

STEP 4: Include People & Processes

Security begins with your employees. Ensure they are fully trained to follow your security protocols, that they understand how to spot security risks, and that you can trust them with your assets.

If you don't already have a security protocol in place, WCCTV can work with you to implement best practices to work alongside our security camera systems.

Basic key measures we would recommend include:

- Marking or die-stamping any tools or valuable equipment on-site
- Running regular inventory checks, and keep a log of all goods in and out
- Locking all vehicles overnight
- Installing anti-theft devices in all vehicles
- Use locking gas and oil caps
- Only keeping a minimal amount of gas in any vehicles
- Locking away keys for any vehicles on-site

LotGuard - Autonomous Surveillance Units for Parking Lot Security



LotGuard is a sister company to ourselves, offering mobile surveillance units designed specifically for parking lot and dealership security. They detect, deter, mitigate, and report criminal activity whilst providing 24/7, live security.

LotGuard's units feature built-in video analytics capable of detecting suspicious behavior like loitering, and, when coupled with our live video transmission, allows for remote crime prevention to occur.

They feature HD infrared cameras that record crystal clear evidential images in low lighting conditions, and even in complete darkness, allowing our trained operators to dispatch Law Enforcement and capture usable video for review.

The PTZ cameras allow for full site coverage, backed by remote video monitoring services that acts as a proactive, virtual security guard that helps to prevent parking lot crime and intercept it if needed.