



Dear PDQ Applicant,

Welcome to the PDQ Award, one of the more unique honorariums in the alarm industry. We say unique for two main reasons. First it is unique because it requires a written endorsement from a law enforcement agency that you work with, and second because there is no nomination required.

We are again accepting applications in three categories.

- 1- Full service integrators that have in-house monitoring.
- 2- Integrators that use a third party monitoring service provider.
- 3- Contract monitoring providers that do not have any accounts they provide service for.

Based on experience over past years, and on the recommendation of the judges, the PDQ Award *could* have multiple winners. There will remain to be one overall winner, but the judges have been given the latitude to issue “Runner-Up” recognition. This change is being instituted because of how close the judging has become and to be fair to the applicants. In addition, there are major changes in the judging criteria so previous applicants should review in detail this new application.

To apply you must first complete the general application that is part of this information. Once you have completed the application and sent it to Stan Martin you should carefully go through the judging criteria. First, determine which category you are applying in and completely review all of the criteria prior to completing your answers.

You should create an addendum where you will include copies of supporting documents. The addendum should clearly and boldly be numbered. A single document may apply to several criteria. Make certain that this is noted to make the judges ability to refer to the documents easily and quickly.

We look forward to seeing your application and rewarding your hard work to reduce unnecessary dispatches to alarms.

# 2017-18 PDQ JUDGING CRITERIA

After completing the application form follow these instructions. We highly recommend that you first read this material prior to starting your response.

Alarm dispatch reduction 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. Non-supported information will receive no credit for that particular category. **Please refer to the PDQ Award Submissions Checklist for specific written materials that must be submitted with your application.**

Each of the following questions/ categories and your responses should be listed on individual page(s), even if you elect not to provide a response. With a non-response question please note "no response" after writing the question.

After writing the category, use the first paragraph to answer the question as completely as possible. Details can be provided in additional paragraphs. Use as many paragraphs/ pages as necessary.

Supporting documents, such as sales materials and brochures **should be put in an addendum**. These pages should be **boldly numbered** allowing the judges to quickly move between responses and documents. If you are using one document in providing multiple responses, you only need to place one copy in the addendum.

There is no grade for pretty. Your responses should be neat, easy to read, navigate and understand; all documents in one PDF file please. The judges are looking for content and that is where your points are earned.

*in Public Safety*  
**Criteria for applying as an installing and servicing company with in-house or contract monitoring services. If applying as contract monitoring only skip to page 4.**

1. Advertising and sales literature must give an accurate depiction of the response that will be made when an alarm occurs.
  - 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.

When applying as an installation company using third party monitoring you must provide their name, address and contact information. Please have the monitoring provider give you a letter on their stationary indicating your relationship and your alarm factor for the jurisdiction you are applying with.

3. Monitoring provider should employ Enhanced Call Confirmation, ECC (Formerly ECV) for all burglar alarm signals. One or more of the following should be used prior to requesting public safety response - multiple call confirmation (minimum 2 calls), acceptance of electronic cancellations, audio/video verification, or biometric verification. Documentation of your method must be provided. (In 2016 ECV was changed to ECC)
4. Either the installing or the monitoring company should contact the customer after each false alarm (or series of similar false alarms) to review the events and determine the cause.

5. 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 application.
  
6. Either the installing or the monitoring company must instruct the customer on the steps in the verification process and assist them in selecting appropriate telephone numbers for their call list. It must also include customer 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 contact number.
  - b. An active program in the monitoring station that identifies "bad or outdated" contact information and how it is corrected is encouraged.
  
7. 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 alarm dispatches.
  - a. Please include copies of all such communication methods, such as sample bill inserts and newsletters.
  
8. 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.*
  
9. **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.**
  
10. Installers, or other employees, must instruct new customers about:
  - a. how to properly use the alarm system
  - b. If a 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
  
11. The use of check lists signed by the customer is encouraged. *There are two such check lists provided as addendums to the FARA/ ESA(NBFAA) Model Ordinance.*
  
12. Any other unique or additional initiatives within your company that aid in alarm management.
  - a. Check Lists



- b. Brochures
- c. Newsletters
- d. Advertising
- e. Contracts
- f. Form Letters

13. 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.
14. Your alarm 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.**
15. **You must include a letter from the law enforcement agency(s) that you are applying with; in fact this is the essence of the PDQ Award.** The letter must be on their letterhead and should confirm your dispatch rate. Without this letter your application will not be considered. **This isn't always easy to obtain so start this process as soon as you decide to apply.**

### **Bonus Question for All Applicants**

Document all memberships in either industry or law enforcement associations. If applicable, list any elected positions held or committees served on, as well as documenting meeting attendance and include names and positions of employees representing the company. Elected positions can go back as far as you wish but you should include the years in your response. Committee work should be no older than 10 years and your response should include the name and goal of the committee as well as the name of the association.

This is an optional question and **there is no penalty for not answering this question.** However, each year the margin between the applicants narrows so this is an opportunity to gain some much-needed bonus points.

### **TWO MAJOR INDUSTRY CHANGES TO MAKE NOTE OF.**

At the request of law enforcement Enhanced Call Verification (ECV) was changed to Enhanced Call Confirmation (ECC). This was done to remove confusion when reporting alarms, such as video or audio, that better suit the common definition of verification.

Also, the requirement to use CP-01 listed control panels has been removed from the judging criteria. While we still highly endorse the default programming of CP-01 Panels most, if not all, are available on virtually all current generation panels.

### **Criteria when applying as contract monitoring.**

- A. Provide all the listings your company holds from NRTL's (Nationally Recognized Testing Laboratories). Please include any applicable listing numbers.

- B. Detail your company policy on the ANSI/ CSAA CS-V-01 Standard (ECV) and what percentage of all of your monitored accounts are monitored to this standard.
- C. Monitoring provider 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.
- D. Provide documentation on your emergency plan should your primary central station be forced out of service and include the estimated time to complete the transition as well as any schedule of testing this process.
- E. 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.
  - a. 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.
- F. Either the installing or the monitoring company must instruct the customer on the steps in the verification process and assist them in selecting appropriate telephone numbers for their call list. It must also include customer 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.
- G. 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 alarm dispatches.
  - a. Please include copies of all such communication methods, such as sample bill inserts and newsletters.
- H. Monitoring operators should be trained to the equivalent of the CSAA 5 Diamond program. Document employee training, including a typical training period for a new hire and continuing education. If you are using an in-house program you must fully document the curriculum as well as the training schedule in hours and details of the instructor(s) qualifications.
- I. 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.
- J. Provide details and copies of all materials you provide to dealers to promote both yours and their services and in particular all materials that promote responsible alarm use and alarm signal reduction as well as how to cancel an accidental alarm activation.
- K. 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.



- L. Your alarm 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.
- M. Include copies of all brochures directed at the installing dealers and end users that would encourage responsible alarm use and tips to avoid false alarms.

**Stan Martin**  
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### **METHOD OF SUBMISSION:**

**Each applicant must provide ONE PDF file which contains ALL information submitted  
by April 28, 2017**

**PDF is the exclusive submission format - We use DropBox for large file transfers**