

Video Surveillance

When it comes to video surveillance, the Placer County Sheriff's Office knows that businesses ask themselves many questions : What do I really want to accomplish with video surveillance - secure a perimeter, stop loss? Do I have the expertise to maintain the equipment? Do I have the dedicated staff to be effective? What is the cost associated with these systems? While we cannot answer all of these questions for you, we do have some input on the effectiveness of surveillance for law enforcement purposes.

Key points to an effective video surveillance system :

- Modern high definition digital video system
- Multiple camera angles at strategic locations
- On demand video retrieval for immediate access to Law Enforcement

Video surveillance has been shown to deter crime and improve the security of businesses, but in order to get the most from a video surveillance system, it is important that you position each camera strategically.

Entry and Exit Points

Locate cameras at the front and rear doors, employee entrances, delivery doors, and emergency fire exits to have an accurate record of anyone who accessed your business.

- **Install cameras at face level or mount them low versus high on the wall. The lower mounted position provides a much clearer and more concise picture. A camera angle upward towards the counter in front of a register, for example, will capture an image of the criminal's face as they often look towards the clerk or down toward the register.**
- **Install a video monitor next to a camera at the entrance where customers and potential criminals enter. This will draw them to look at the camera to capture a clear view of their face on video.**

Valuable Areas

Depending on the type of business you run, you may have specific areas that a criminal might target. For example, a bank will want to protect

their vault and a retail establishment their cash registers and high value merchandise.

Outdoor Locations

Monitoring parking lot activity may help you catch thieves by recording how they left the premises and which direction they went. Outdoor surveillance cameras can also discourage criminals from breaking into cars, loitering, graffiti and other forms of vandalism .

Employee Areas

A strategically placed surveillance camera in the employee area and the knowledge that they are being monitored may stop most would-be workplace thieves. Video surveillance works best when part of a complete business security solution that includes monitoring and access control.

Remote Access

Since a business owner cannot be on-site 24 hours a day, you may want a system that you have remote access to. Consider a system that allows you to monitor a collection of cameras from anywhere you have internet access on a computer, tablet, or smart phone.

Trusted Employee Access

If footage needs to be obtained by law enforcement, and you are unable to respond immediately, an employee should be trusted and trained to access the surveillance system.

Maintain Equipment

If technology isn't updated, or the system checked frequently for proper operation, video surveillance may go unrecorded or of poor quality and be no use to law enforcement.

- **Know the retention period of your system so valuable evidence isn't lost and recorded over**
- **Make sure the date and time is displayed correctly and immediately corrected during time changes**
- **Video bandwidth is intensive, especially with higher definition video, and expensive to store. If you are going to make the investment in video surveillance , you should do all you can to keep it in good operating condition.**