



A Complete Guide
to Securing Your
**Parking Lots and
Auto Dealerships**

THE IMPORTANCE OF PARKING LOT AND AUTO DEALERSHIP SECURITY

Managing a commercial parking lot or auto dealership presents a range of security challenges as they are a natural attraction for criminal activities such as vehicle theft, vandalism, and property damage.

This problem is so widespread that per the Bureau of Justice Statistics, over 10% of all property crimes take place in a parking lot.

That's over 2 million parking lot crimes each year, with over \$6B in property loss associated with those crimes.

Crime rates typically spike around the holiday periods, and with rising metal resale prices theft of catalytic converters has increased dramatically in recent months.

A proactive crime prevention plan is critical for successfully deterring trespassers from your properties. To do this, businesses need to have a customized security plan in place, and have a full understanding of the risks they face.

WCCTV, the USA's leading supplier of mobile surveillance cameras, outlines some critical steps that property owners and businesses should take to prevent crimes from occurring.



STEP ONE

SITE SURVEY



Understanding the nature of your site is critical to developing a security plan. Your site survey should focus on the physical layout of your site, as this will determine the number of security cameras you will need, and where they should be installed.

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?

3. How many cameras do you think you will need? Note: For a frame of reference, a singular WCCTV Solar Trailer can be provided with up to 4 360 degree view pole cameras, along with additional LPR and fixed view cameras.

4. Which areas do the cameras need to cover?

Area #1: _____

Area #2: _____

Area #3: _____

Area #4: _____

Additional locations: _____

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



STEP TWO

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:



EXAMPLE RISKS

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 site lacks adequate perimeter fencing.

Your site includes blind spots.

Your site does not have proper lighting.

Your lot is in a remote location.

Your site has no security cameras or guarding services.

Other: _____



STEP TWO

SECURITY RISK ASSESSMENT



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

- Theft
- Vandalism
- Tresspass / Loitering
- Arson.
- Threats to guest/customer/employee safety
- Other: _____

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)

LEGALITY

Different states have different legislation governing the use of surveillance cameras, so it is important your remain ahead of any legal requirement or limitations determined by either your location or application. 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 THREE

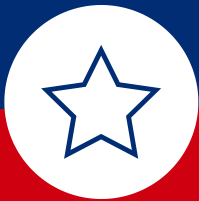
CHOOSE YOUR TECHNOLOGY



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



Following your audit and risk assessment, 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.



NEXT STEP

Next on the list is identifying the resources required to help you achieve your security goals – and this includes selecting your video surveillance technology.



READ

[Rising Parking Lot Crime: Boost Security With Surveillance Cameras](#)

[How to Prevent Car Dealership Vandalism](#)



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Choosing the Right Surveillance System for Your Parking Lots



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.

But every site has its own set of unique security challenges, so what should buyers be looking for when selecting the best security camera?

	WCCTV's Cameras
1. High Definition video	✓
2. Multiple Powering Options	✓
3. Easy to install and portable	✓
4. Integrated 4G / 5G connectivity	✓
5. Remote access from any device	✓
6. 24/7 monitoring and response	✓
7. Local recording capability	✓
8. InfraRed / Night vision	✓
9. Video analytics	✓

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CUSTOMIZABLE FEATURE SETS



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:

- LPR Cameras
- Blue Light Alarms
- Audio Voice-Down Alarm
- Banshee Siren



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BENEFITS OF ADDITIONAL FEATURES



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

to help 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.



Audio and Visual Deterrents

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



Camera Health Monitoring

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



STEP FOUR INCLUDE PEOPLE AND 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

Once you have a security procedure in place, make sure it is effectively communicated across your team, and that it is adjusted to cover staff vacation time and public holidays.

Finally, ensure you are running background checks on your team so you know who you have onsite and that you can trust them with your valuable assets.



WHY WCCTV?

WCCTV presents LotGuard, a mobile surveillance unit that protects parking lots and properties against these types of crimes, while also keeping your employees and guests safe.

LotGuard is a solar-powered surveillance trailer specifically designed to deter, mitigate, and report any loitering or criminal activity that can occur in parking lot environments.

Our security professionals will guide you through every step of the security journey – from assessment and plan development, to video technology implementation and post-deployment monitoring and maintenance.

To find out how we can help deter crime at your dealership, contact us today..



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