



# **NASSAU COUNTY POLICE DEPARTMENT**

## **Shifting Responsibility Prevention for Retailers and Others**

*20<sup>th</sup> Annual Problem Oriented Policing Conference  
Tuesday September 22, 2009*

**Thomas R. Suozzi**  
*County Executive*

**Lawrence W. Mulvey**  
*Commissioner of Police*



# Black Friday November, 28, 2008

**Mall Madness Worker trampled to death by Shoppers  
Valley Stream NY**



**Two People Dead In Black Friday Shooting  
Palm Desert, California**



November 28th 2008 Black Friday



## Nassau County

Wal-Mart, 77 Green Acres Road Valley Stream NY

Store set to open at 5:00 AM with early bird specials and discounted merchandise.

Wal-Mart prepares by setting up barricades, extra staff present and third party security.

Police are notified that patrons are gathering early for the opening, Police assist in getting crowd to form an orderly line. The police depart

The victim Jdimytai Damour, 34, was knocked to the ground while opening the doors and died after being trampled.

November 28th 2008 Black Friday



## Palm Desert, California

Toy R Us, Desert Crossing Shopping Center 72314 Highway  
111 Palm Desert, California

Shots Fired Police and Fire respond to scene

Scared shoppers fled the building

Started as a dispute

Ended with two dead



# Who is Responsible ?

The Business

The Employees

The local, state, federal government

The First Responders

The Public

The Customers

The Individuals

The Media

Is it one group, some of the groups or all of the groups?



# Responsibilities

Laws

Policy

Procedures

Guides

Lessons Learned

Experience

Is any one business or entity alone when they assign responsibility, or does this affect others ?



# Shifting Responsibility

Agencies and businesses understand their mission statement.

How does that mission statement work with the community?

How does it work with First Responders?

Is there coordination/communication between the public and private sector?

Are public and private agencies aware of each others responsibilities and capabilities?

Where does legal, accounting and risk management fit in?

Where does the employee and first responder fit in?



# Who are the First Responders?

## Employees:

Retail Salespersons 4,477,000

Supervisors/Managers:1,186,270

(Bureau of Labor Statistics: May 2008)

## Security Guards:

Private security employees in the US: 1,046,760

(Bureau of Labor Statistics: May 2008)

## Law Enforcement:

Sworn Law Enforcement: 900,000

(NLEOMF: August 2009)

## Firefighters

Career:323,350, volunteer: 825,450

## Emergency Medical Technicians:

Career 201,000

(Bureau of Labor Statistics: May 2008)





# Developing Relationships

In 2000 The International Association of Chiefs Of Police “Operation Cooperation” discussed the need for more public and private sector cooperation

In 2005 U.S. Department of Justice, Office of Justice Programs, Bureau of Justice Assistance published “Engaging the Private Sector to promote Homeland Security”

How do you do it how do you accomplish the needs of the first responders and the goals of the private sector.

How do you get the buy-in for a new program, or get someone to take more responsibility?



# Communication

Sounds simple

Requires vision, trust, information sharing and cooperation

Law enforcement needs to learn how to communicate with the private sector.

Officers at the operations level may have contacts but not the formal relationship.

Consider developing formal relationships with the private sector as a partner with shared interests

Schedule calls or meetings to discuss events, trends, special needs.

Discuss responsibilities, limitations and priorities.



# Communication

Learn the needs of the private sector

Understand the language of business

The private sector should understand the capabilities of law enforcement and first responders

Understanding the law, case law and how it affects the business, first responders.

The Incident Command System, coordinated messages, better use of resources, plain language

Are we relying on “Just-in-time training” ?



# Return on Investment

What is Return on Investment (ROI) ?

How does ROI fit in with law enforcement and the private sector ?

How can we use it to discuss the shifting of responsibility to management and business or the property owner ?

How does law enforcement benefit ?

How can the public and private sector work partner to create a safer environment ?



# Return on Investment

Pro-active relationships

Common goals

Force multipliers, resource sharing

Pre-planning

Event Coordination

Increased crime prevention, public safety

Formal contacts

Positive publicity

Networking, training



# Business Continuity Disaster Recovery

Pre-Planning for disaster or disruption of business, first responders are informed and aware of the private sector needs, priorities.

As many as 40 percent of small businesses do not reopen after a major disaster.

Re-thinking your responsibility may assist your planning in other areas of concern



# Create a Partnership/Network

Use an All Hazards-All Crime approach to creating your partnership.

Partner with local Associations:

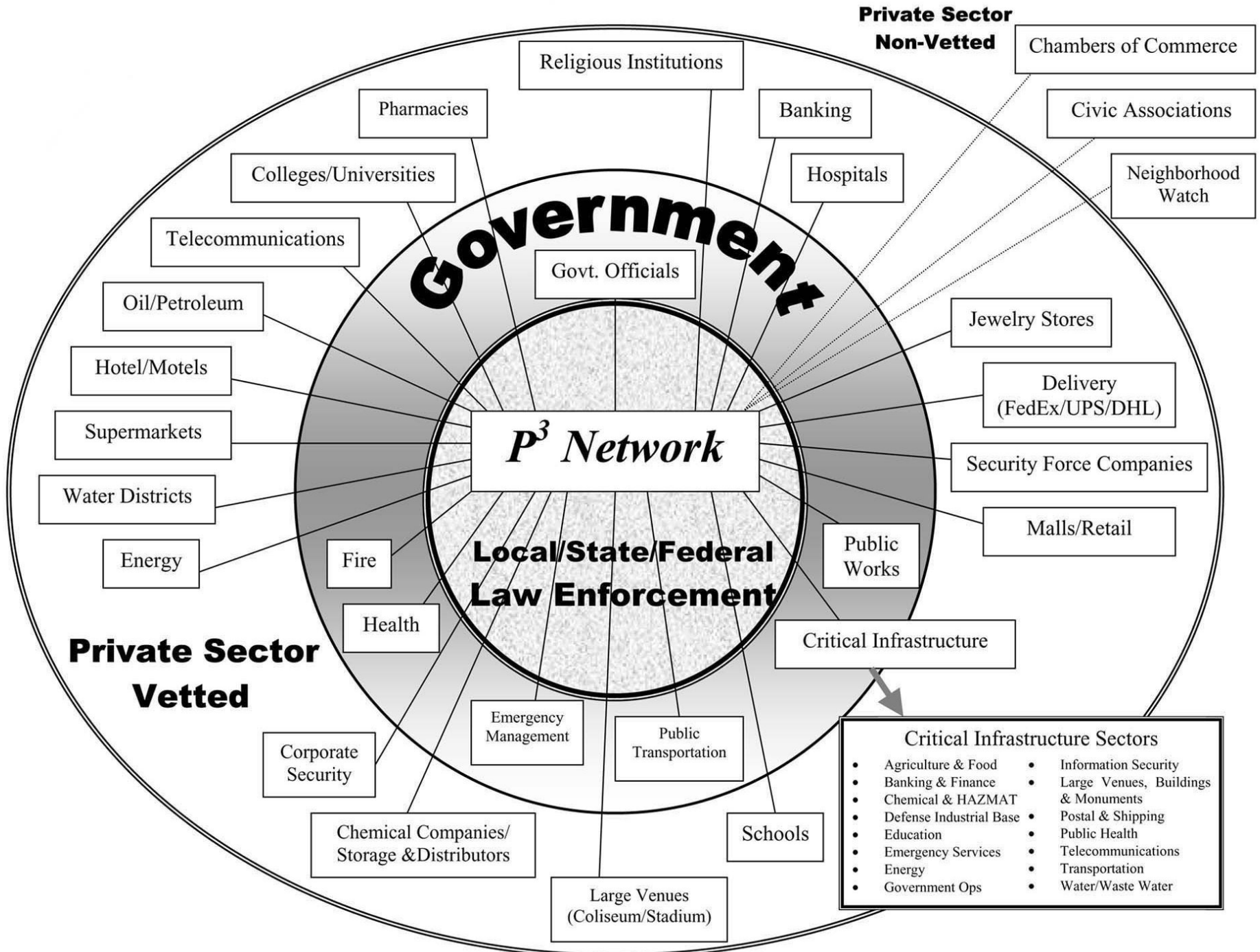
Chambers of Commerce, Business Districts

Professional Organizations:

ASIS International, National Retail Federation

Use the Department of Homeland Security Critical Infrastructure listing or local association to start your outreach

Host a meeting to discuss concerns, best practices



Religious Institutions

Pharmacies

Colleges/Universities

Telecommunications

Oil/Petroleum

Hotel/Motels

Supermarkets

Water Districts

Energy

Fire

Health

Emergency Management

Public Transportation

Schools

Large Venues (Coliseum/Stadium)

Govt. Officials

Banking

Hospitals

Jewelry Stores

Delivery (FedEx/UPS/DHL)

Security Force Companies

Malls/Retail

Public Works

Critical Infrastructure

Chambers of Commerce

Civic Associations

Neighborhood Watch

**Critical Infrastructure Sectors**

- Agriculture & Food
- Banking & Finance
- Chemical & HAZMAT
- Defense Industrial Base
- Education
- Emergency Services
- Energy
- Government Ops
- Information Security
- Large Venues, Buildings & Monuments
- Postal & Shipping
- Public Health
- Telecommunications
- Transportation
- Water/Waste Water





# Force Multipliers

Information exchanged between businesses and law enforcement agencies can help develop programs and techniques to combat crime and other threats to the community

Working with businesses and employees allows law enforcement to have trained and knowledgeable eyes and ears in the community.

Exchange of timely and accurate information raises the level of execution need by the criminal.

# Nassau County Police Department



## How are we trying to accomplish our goals ?

Through the Security Police Information Network (SPIN): a public private sector partnership exchanging information on a timely basis.

The Security Advisory Council: Private sector leaders who provide insight and expertise to the police department.

The Asset Forfeiture Unit and Leads Development Center (AFU/LDC): Crime analysis, mapping and reporting of information and intelligence.

Nass-Stat: A monthly review of crime trends and command response to these trends



# Meeting with the Retailers

On December 15, 2008 Commissioner Lawrence Mulvey hosted a meeting of retail security directors and police administrators to identify best practices for the management of “Black Friday style sales events. The list included

Planning

Pre-Event Setup

The Sales Event

Emergency Situations



Source

Slide 2. [online.wsj.com/article/SB122818206309671069.html](http://online.wsj.com/article/SB122818206309671069.html)

[www.msnbc.msn.com/id/27957714/](http://www.msnbc.msn.com/id/27957714/)

Slide 8.

1. <http://www.bls.gov/oes/2008/may/oes339032.htm#ind>

2. <http://fas.org/sgp/crs/RL32670.pdf>

Slide 14. [www.redcross.org/services/disaster/beprepared](http://www.redcross.org/services/disaster/beprepared).



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