Shifting Responsibility
Prevention for Retailers and Others

20th Annual Problem Oriented Policing Conference
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County Executive

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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
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

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

Law Enforcement:
Sworn Law Enforcement: 900,000
(NLEOMF: August 2009)

Firefighters
Career: 323,350, volunteer: 825,450

Emergency Medical Technicians:
Career 201,000
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
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
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.
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

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