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**EVERYONE WANTS TO LIVE IN A
SAFE COMMUNITY**

*Understanding the devices, partners, and
practices that help us get there*

BIO INFORMATION



Mark Valls Founder: OnGuard Camera Systems

- ✔ Private Security License with Texas Department of Public Safety
- ✔ HOA Board Member - 10 years
- ✔ Member CAI
- ✔ Allen Citizens Police Academy Class #39
- ✔ BSA Scout Leader
- ✔ Dad/Husband



WHAT MAKES COMMUNITIES ATTRACTIVE ?

Key factors we know home-owners look for



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The first five factors are important, but lack of safety is a non-starter for most home-owners



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*Today's Goal: To help you understand enough about cameras in HOAs
to ask the right questions for a bid, know how to pick a good vendor,
and understand what you are being offered*

DEVICES, PARTNERS AND PRACTICES THAT HELP CREATE SAFER COMMUNITIES



- ❖ Anything can happen in any community so no community can be guaranteed “safe”. The goal is to make a community as safe as possible within reason, budget, and commitment by the people that live there with the help of security **Devices**, engaging good **Partners**, and effective **Practices**.
- ❖ **Devices** – Cameras, Automated Kiosks, Alarms, (Security Personnel like Guards and Pool Monitors)
- ❖ **Partners** –
 - ❖ Vendors – Different types with different functions
 - ❖ Homeowners (including BODs) investing time in education, buy-in to security goals, and yearly investment
 - ❖ Law Enforcement (For Education and if living in the community)
- ❖ **Practices** – Putting it all together. Devices, Partners, and Budgeting for Security effectively all help determine how safe a community can be

SURVEILLANCE CAMERA CASE STYLES

Too Many to Keep Track of, but know them for quotes



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Bullet Cameras



Pan, Tilt, Zoom "PTZ" Cameras



360 Degree Cameras



Turret Cameras



Dome Cameras



180 Degree / Active Deterrent Cameras

THE BASICS OF A CAMERA

They All Boil Down to 3 Main Components

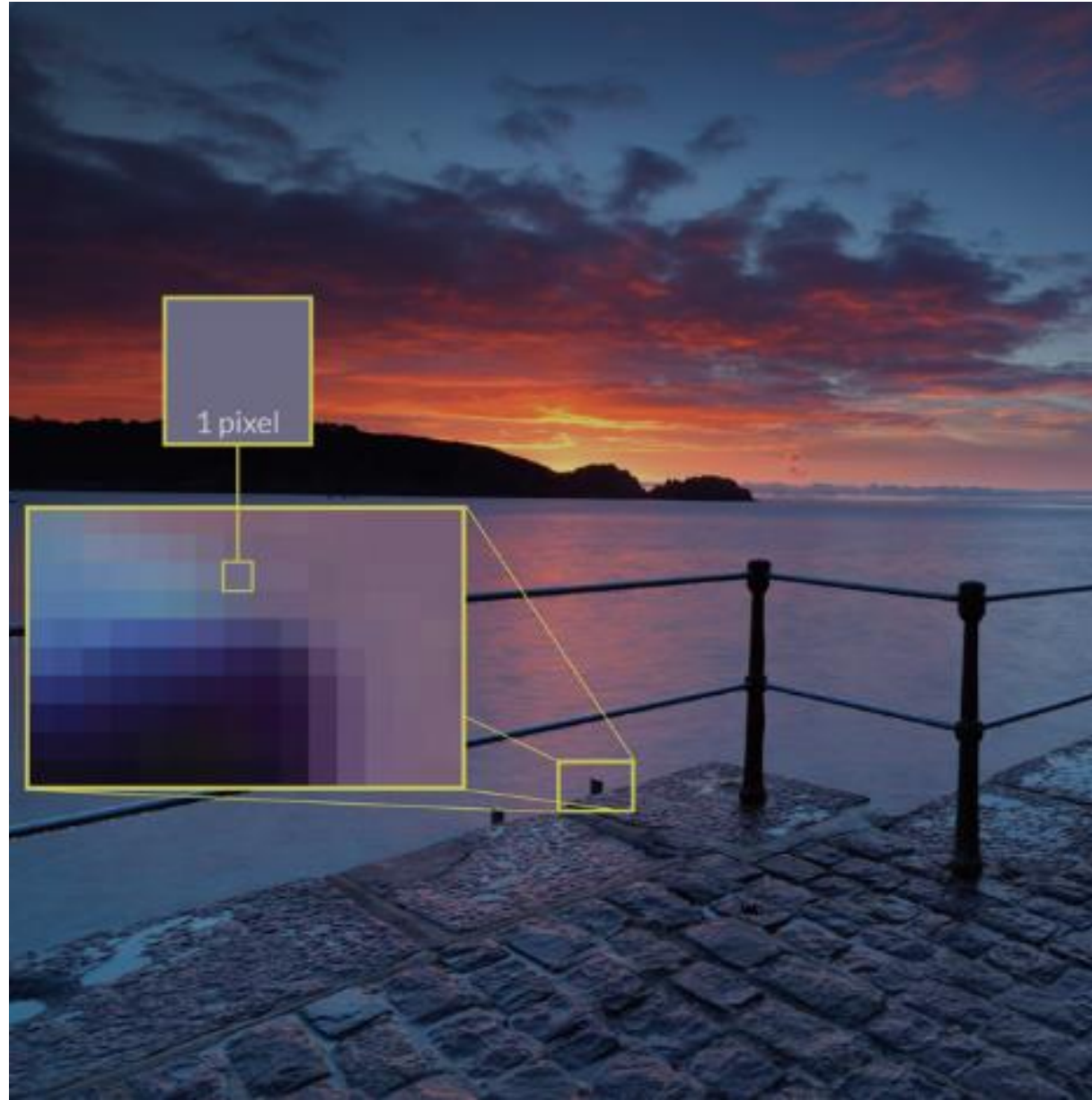
- ❖ **Lens:** Wide Angle, Zoom, Vari-Focal, Standard (something in between) are the most common. Determines how wide the camera will see and how close the subject will be
- ❖ **Chip** or Sensor: (Complementary Metal Oxide Semiconductor "CMOS" CHIP). Determines the resolution measured in Mega Pixels or MP. More on that later
- ❖ **Housing** or Case: Bullet, Turret, Dome, 2in1, PTZ. Usually the same parts as above, just different shapes to fit them in to. Chosen based on a variety of variables like protection (vandal dome) ease of adjustment (bullet), and versatility (PTZ). See previous slide



4K? - 1080P? – 2MP- WHAT DOES IT ALL MEAN?

Mega Pixel

- ❖ A pixel is the smallest unit in a digital display. Each pixel is made of sub pixels that emit red, green and blue color. A Mega Pixel, abbreviated MP is 1 million pixels. So 2MP Mega Pixel is 2 million pixels.



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MEGA PIXEL AND ASPECT RATIO

Aspect Ratio



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- Aspect Ratio is the ratio between the width and the height of an image. The standard ratio for the cameras we use 16:9 or means 16 wide by 9 high.
- So 4K and 8K refers to the aspect ratio, and Mega Pixel refers to how many pixels are in that aspect ratio's space. The larger the aspect ratio, the more pixels in it and the higher the resolution
- The easiest way to define resolution is by the number of Mega Pixels** since the aspect ratio will correspond



4K or 8MP is quickly becoming the commercial security camera standard

Is there a difference between 2 MP (aka 1080p) and 8MP (aka 4K) video resolution?

It depends on the distance



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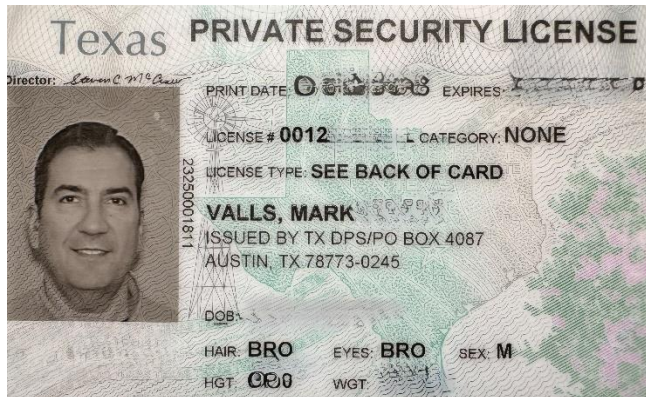
Camera Resolution	10ft	20ft	30ft	40ft	50ft
2MP (1080P)					
8MP (4K)					

2 Mega Pixel vs 8 Mega Pixel

- ❖ When comparing the difference between 2 Mega Pixel and 8 Mega Pixel, the resolution difference is not significant at 10 or even 20 feet. The difference becomes much more apparent at 40 to 50 feet and beyond
- ❖ Variables like distance, light, age of camera, and the direction the camera faces (East/West) also play an important part in image quality over time

PARTNERS - VENDORS

Questions for an HOA Camera Vendor



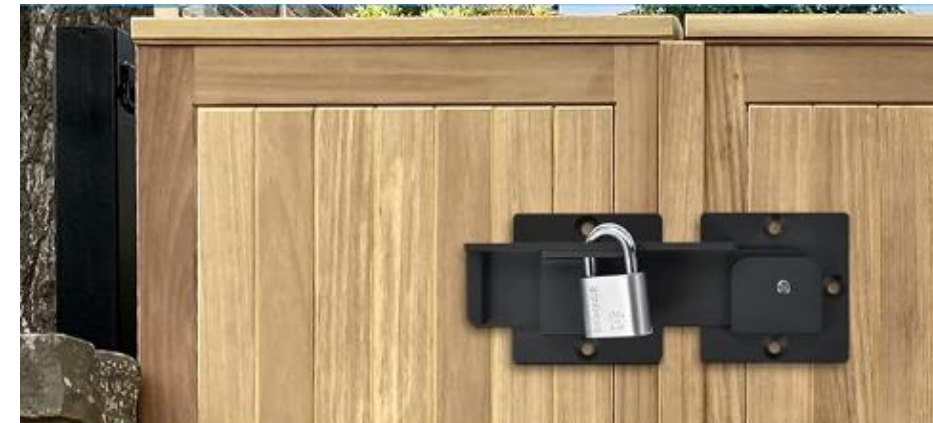
- ❖ Does the company have a Private Security License with the Texas Department of Public Safety?
- ❖ How much experience working with HOAs specifically? References with multiple Management Companies and Communities?
- ❖ Does the company sell or lease camera systems, or both?
- ❖ What's the response rate for service calls? If there is a fee for service calls, what's the cost?
- ❖ Are you going to get "nickel and dimed" for add-ons or coming out for adjustments to settings, passcodes, training?
- ❖ How long has the company been doing business with HOAs in DFW?



PARTNERS – HOMEOWNERS

Homeowners and BODs Doing Their Part to Keep Communities Safer

- ❖ BODs: Get cameras in the budget as a re-occurring investment every year, not just 'one and done'
- ❖ Alarm systems at homes. On at night and when not home
- ❖ Cameras at front (doorbell), back and side doors.
- ❖ Cars off the street if possible, locked at all times when not in garages
- ❖ Closed garages. Assume all items in front yard fair game for theft
- ❖ Locks on gates to back yards. Security and/or dog signs
- ❖ Note for to shippers to put packages in places out of sight from the street if possible
- ❖ Not announcing future events and vacations on social media



PARTNERS – LAW ENFORCEMENT

Working with Local Law Enforcement



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- ❖ Invite local law enforcement officers to speak and do Q & A at HOA Meetings. Popular topics are often:
 - ❖ What to watch out for specific to your city / HOA community
 - ❖ Is it a police matter or HOA matter. It helps to know the difference
 - ❖ Local laws regarding speed bumps/ fireworks/noise etc. are all helpful to those discussions
- ❖ Find out **the most recent common crimes in your city** and community.
- ❖ Find out **what types of crimes and mischief local police are willing to pursue**, what they will need, and plan around that

WHAT THE CAMERAS SHOULD BE LOOKING FOR



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The Most Common Crimes We See Across DFW Are:

- 📍 Door Pullers: On cars on streets
- 📍 Pool: Vandalism, Theft, and Mischief (gate riders, glass, furniture “christening”, loud music, fights) at Pools and Amenity Centers
- 📍 Porch Pirates
- 📍 Garage Opportunists
- 📍 Car/Motorcycle Theft
- 📍 Home Burglary



Door Puller caught on old 2MP camera



It varies by community, but this list is in order of occurrence and has stayed consistent across DFW, based on our experience only

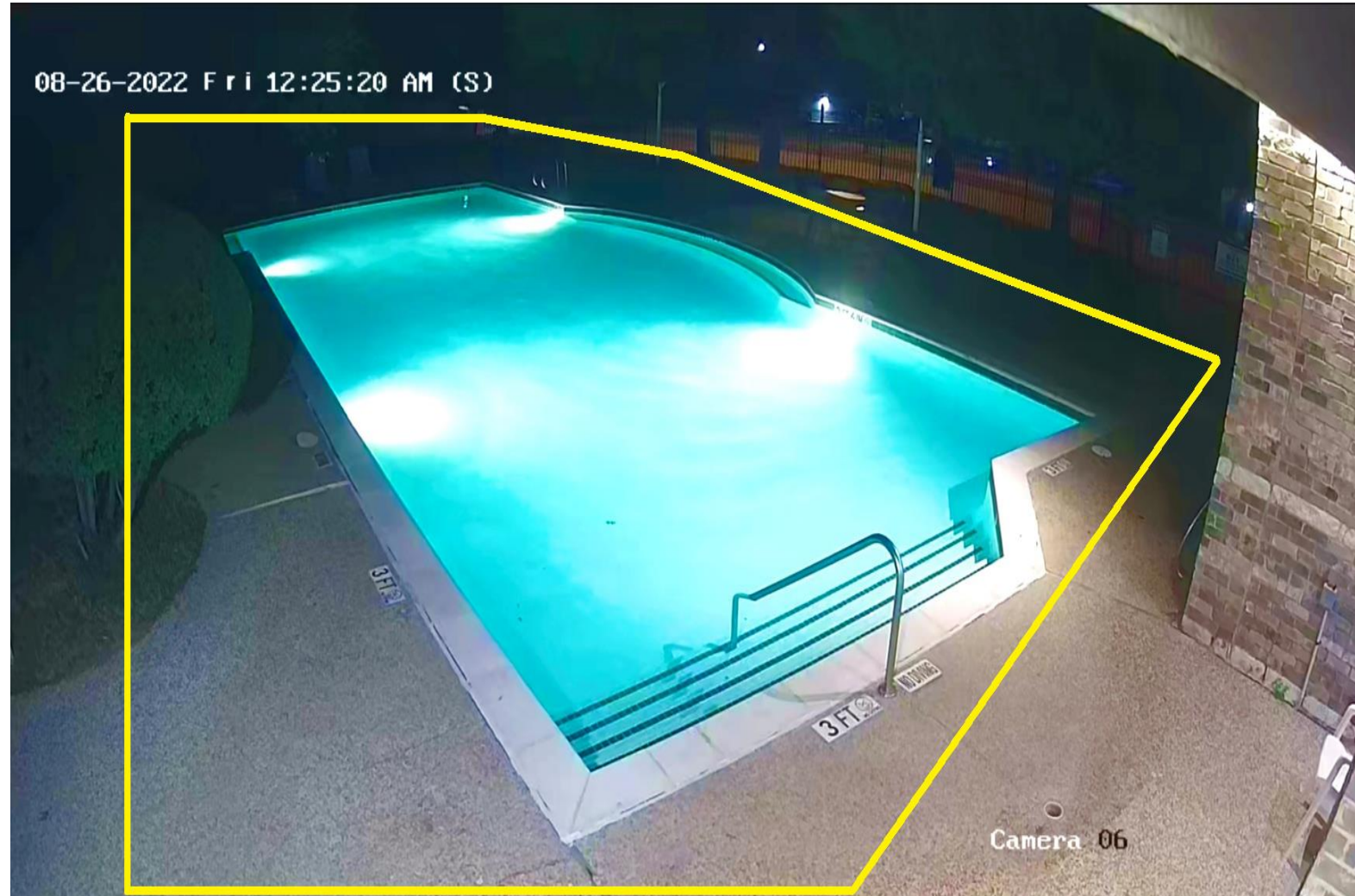
TOP QUESTIONS WE GET ASKED

Why Have Cameras in The First Place?



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- 📍 **New cameras with Active Deterrence address Crime and Mischief BEFORE IT HAPPENS!**
New options to use lights, live or recorded 'talk down', sirens, and push alerts have changed the game
- 📍 Have a way to pursue criminal activity with usable video evidence
- 📍 Have a way to inform parents their kids could be doing something dangerous
- 📍 Provide a better understanding of trends, traffic flow, and amenity usage that could help with security



Active Deterrence Camera at work creating an invisible perimeter around this local HOA pool area

TOP QUESTIONS WE GET ASKED



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Why Not Just Have A Homeowner Install Cameras For Free/Cheap?

- ❖ COI, W9, Licensing – HOA camera vendors must have proper insurance, tax info, and DPS License
- ❖ Maintenance and Service Calls – Is the homeowner in a service contract for SCs?
- ❖ Continuity – What happens if the homeowner moves (with passwords and access), or just quits and is not willing to service the equipment?
- ❖ Experience With HOAs – Working with HOA Boards, Rules, and Expectations
- ❖ Access to The Newest Equipment – Fresh from the latest security trade shows, not the back of the shelf from the big box store
- ❖ Conflict of Interest – Will it create problems with other homeowners and BOD down the road?



An experienced Pro knew the right camera for this difficult coverage

TOP QUESTIONS WE GET ASKED

Do Cameras Need Maintenance? YES!



TOP QUESTIONS WE GET ASKED



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How Long Do Cameras Last?

Over time, the sun breaks down almost everything, including the computer chips inside security cameras. This creates grainy, washed-out video and still images. In our experience, cameras facing East and West are typically compromised sooner with the rising and setting sun.

The sun, location, weather, brand, and level all effect the life of a camera, so there is not an expiration date. **More than 3 years and less than 6 or 7 is a fair estimate**



Sun Compromised Camera



Newly Replaced Camera



Even Stop signs fade with the sun

TOP QUESTIONS WE GET ASKED

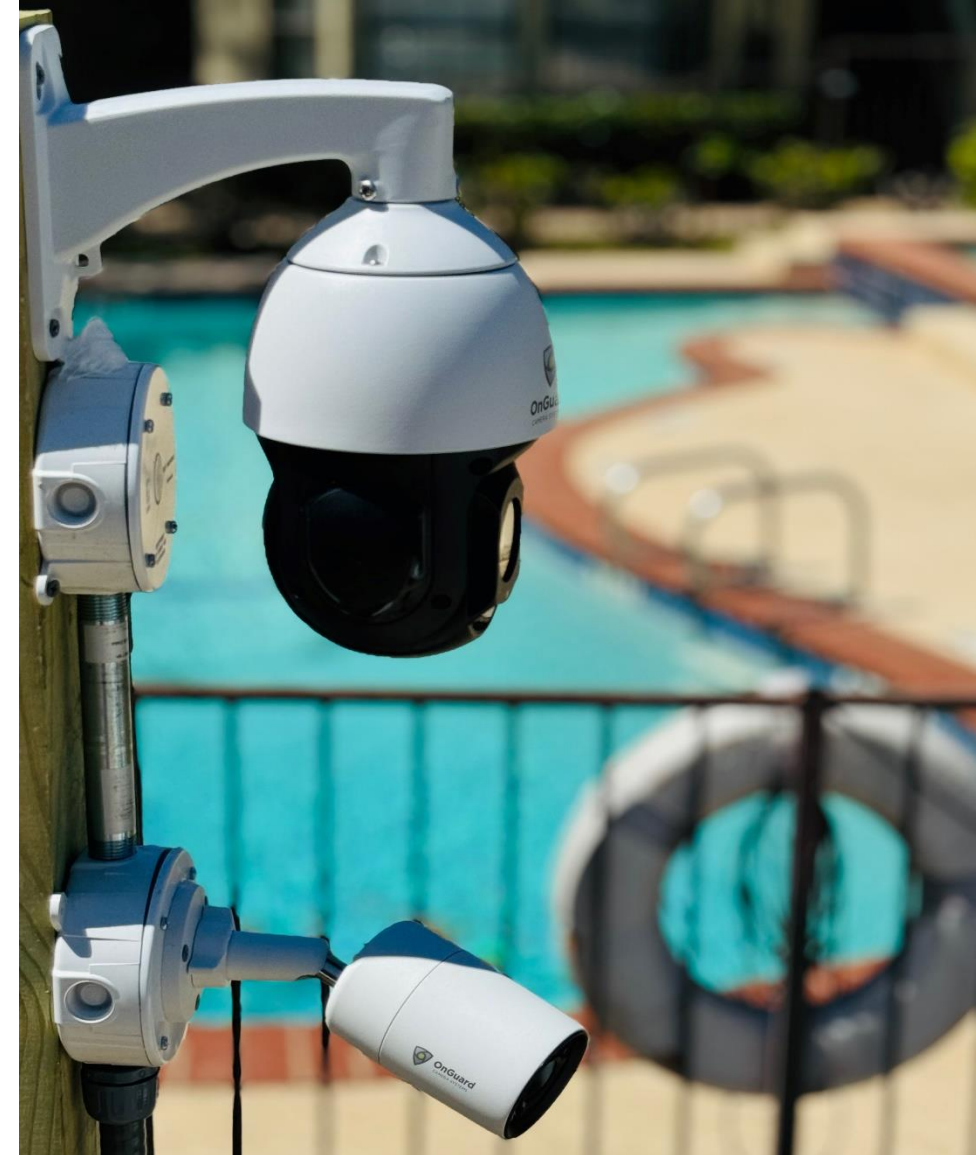
How Much Should Cameras Cost? It Depends On...

- ❖ Your security goals
 - ❖ The number of spaces that need coverage
 - ❖ The resolution of the cameras used
 - ❖ The number and type of cameras used
 - ❖ The brand of equipment used
- ❖ What the budget is (there is a budget for this right?)
Getting “the best bang for the buck” is critical in working with any budget
- ❖ Where are they wanted – Is access for placement difficult, are they high up, are the surfaces challenging?
- ❖ Who is selling and installing them – Some vendors have more overhead than others, and provide quotes that don't cover essentials, so its hard to tell what a job should really cost

Look for standard pricing with clear costs for additional equipment or services



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TOP QUESTIONS WE GET ASKED

Where are most HOA cameras placed? By our numbers:



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📍 Pools

- 📍 Amenity Centers
- 📍 Play Areas
- 📍 Courts (Basket/Pickleball)
- 📍 Dumpsters (condos)

📍 Entrances

- 📍 Gates
- 📍 Guardhouses
- 📍 Fences

📍 Other HOA Assets:

- 📍 Ponds
- 📍 Monuments
- 📍 Statues
- 📍 Walls

TOP QUESTIONS WE GET ASKED

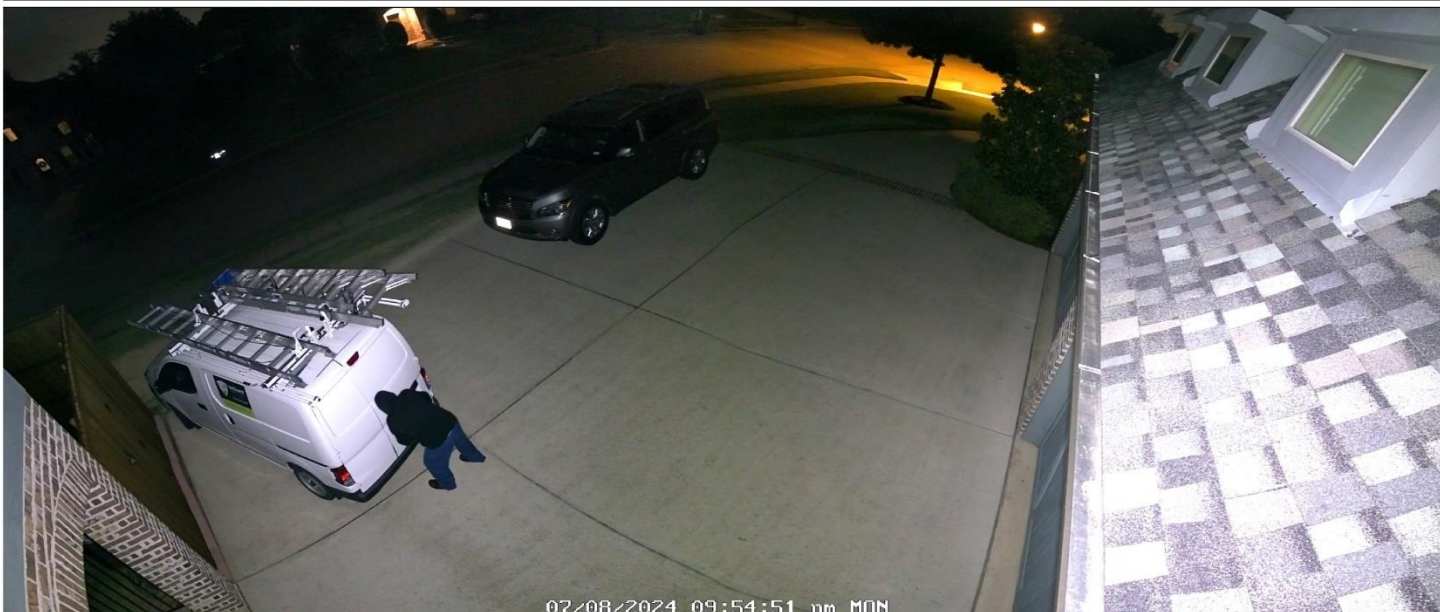


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What's In The Future for HOA Cameras?

- ❖ More Not Fewer HOA Cameras
- ❖ Active Deterrence – A proactive not reactive approach to crime and mischief
- ❖ White Light added to infra red “IR” lights at night – Seeing color at night helps distinguish clothing and other important features
- ❖ Better AI, Less False Events – Distinguishing between animals, people, clouds or shadows, cuts time out of reviewing video
- ❖ Better Homeowner acceptance of cameras around the HOAs as they start to use them in their own homes



KEY TAKEAWAYS



Cameras are a necessary tool in today's world; it's important to embrace them, get educated on them, and use them strategically and judiciously

Having community buy-in on cameras, choosing a competent and dedicated vendor, prioritizing budget for them, and having the right equipment are great steps in having the safest community possible!



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THANK YOU!

QUESTIONS?

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