

MEDIA RELEASE

FOR IMMEDIATE RELEASE

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Contact:

Debbie George

757-514-4106

757-374-1770

ALARM REGISTRATION DEADLINE APPROACHING, FALSE ALARM FEES BEGIN JUNE 1ST

SUFFOLK, Va. (May 22, 2009) Effective June 1, 2009, the City of Suffolk will begin charging homeowners with alarm systems for false alarms. The ordinance, passed in May 2008, allows for one free false alarm during the registration. The fees increase as the number of false alarms increase, from \$25 up to \$100.

The process of implementing this ordinance began very slowly, with meeting with alarm vendors, followed by citizens meetings, informing them of the new ordinance and the requirements. The new ordinance requires alarm owners to annually register their alarm with the City, and pay a \$25 registration fee. Registration of alarm systems began on April 1 and will continue throughout the program.

At this time the City has identified approximately 5,900 alarm owners in the City, although not all have registered. If Police respond to a false alarm for an unregistered alarm user, the alarm user could be charged \$100 for operating an unregistered alarm. "Our goal is to get everyone registered so if a homeowner is unregistered, we will consider waiving the unregistered alarm fee, if the owner complies with registration requirements," says Captain Stephanie Burch.

This program was initiated as a means of making the Suffolk Police Department more efficient and effective. 95% of all alarms the Department receives are false. The City is hoping to reduce their false alarms by 50% or more, as evidenced by other jurisdictions with similar ordinances. The City's alarm ordinance is among the most comprehensive

in Virginia, addressing the issue of false alarms through owner education and behavior modification. The City asks that home owners register their alarm systems with ATB Services, even if they have not received a statement or registration notice. This can be done through the mail or at their website at www.ATBServices.com/Suffolk.

City to Host Informational Meetings for Alarm Owners

SUFFOLK, Va. (February 10, 2009) –The City of Suffolk Police Department will host two public meetings for alarm owners to discuss the implementation of the City's new false alarm program. Owners of both residential and commercial alarms are encouraged to attend and ask questions.

The first session is scheduled for Tuesday, February 17, 2009 from 6-7 p.m. at Suffolk Police Sector Two located at 3901 Bridge Rd. The second session will be held Wednesday, February 18, 2009 from 6-7 p.m. at Suffolk Police Sector One, located at 230 East Washington Street.

Of all alarm calls that come into the Emergency Call Center, approximately 95% are false resulting in the wasting of precious resources. The goal of the program is to reduce false alarm calls by 50%, thus improving efficiency of existing staff.

For more information contact Captain Stephanie Burch at 757-514-7930.

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