



# Alarm Ordinance Overview



# History

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- November, 2012, Sandy Springs City Council passed an ordinance relating to false alarms.
  - In 2012, Sandy Springs Police Department responded to 9,096 alarm calls with 96% of those false alarms
  - In 2012, Sandy Springs Fire Department responded to 1,797 alarms with similar false alarm percentage.

# Implementation Contractor

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- Earlier in 2013, the contractor Cry Wolf was selected through an RFP process.
  - Cry Wolf was also selected by Cities of Dunwoody, Johns Creek, and Atlanta.
- Enforcement would begin in October, 2013.

# Communications Initiatives

- Concentrated efforts began in August
  - Two Public Open Houses
  - Police and Fire contacted top offenders.
  - Paid ads in the Sandy Springs Neighbor and Reporter Newspapers.
  - Stories were written for multiple city e-newsletters and quarterly newsletter.
  - Information was placed on the COSS and SSPD Facebook and website, plus signage on city properties.
  - Outreach through Nixle, HOA Associations and Civic Associations.
  - News Media reports

# As of Today

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- 6,220 alarms have been registered
- Of our current alarm calls, 54% are from alarms not yet registered.
  - Most common reason given during appeals: Didn't know about the ordinance.

# The Goal

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- Compliance with the ordinance.
- Those who are notified of the failure to register will have 14 days to register and avoid a \$100 penalty.
  - After 14 days, the \$100 fine will be assessed.
  - Grace period ends February 1, 2014.
- Cities of Johns Creek and Dunwoody are assessing the \$100 failure to register fee (no grace period)