

City of Marietta

Security Alarm Program

History

In 2007, the Marietta Police Department did a thorough examination of its calls-for-service. Analysis from that study indicated that approximately 10% of total calls for service were for alarm calls. Since officer-safety protocols require dispatching two officers to all alarm calls, this was an important category of call where reductions would have a significant impact on reducing officer time and overall calls for service. A new alarm ordinance was passed in July 2007 and made effective January 1, 2008 to address this problem. Advance notice of the ordinance had a positive pro-active response from our citizens and local alarm companies. As a result, the effects of the new ordinance were almost immediate. Marietta has a population of approximately 70,000.

Marietta Alarm Ordinances

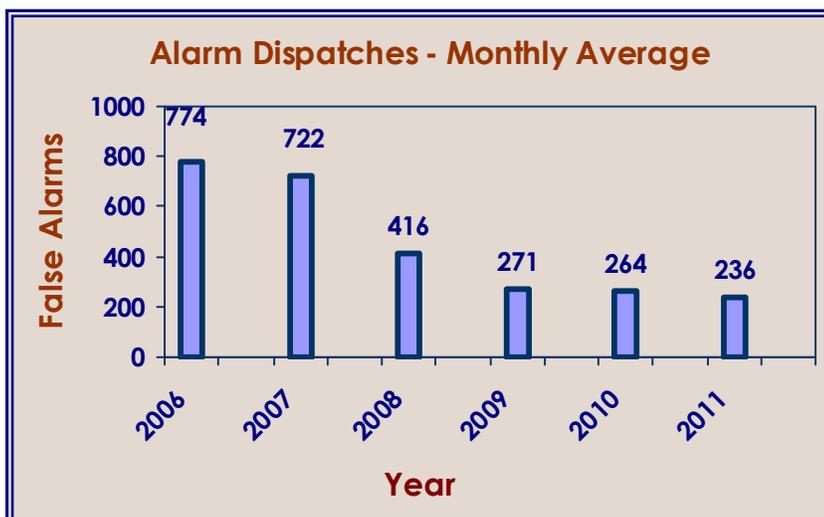
The new alarm ordinance includes alarm registration, Enhanced Call Verification (ECV), and progressive fines beginning with the 3rd false alarm each year. The ECV requirement and the act of cancelling alarm dispatches by the monitoring company when it is determined that a dispatch is no longer necessary have been very important contributors to the overall success of the program.

Key Points to Reducing Dispatches

- Enhanced call verification (2-call)
- Annual alarm registration
- Consumer and alarm company cooperation

Successful Results

By the end of the first full year under the program Marietta experienced a 46% reduction in unnecessary police dispatches. (See the chart) By the end of 2009 the reductions had improved to 65%. The projected result for 2011, based on results through the first 5 months, shows an overall reduction of 70% from 2007 levels.



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