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SUGARLOAF CID AND GWINNETT POLICE LAUNCH CAMPAIGN TO REDUCE VEHICLE BREAK-INS

November 17, 2020, Duluth, Georgia — The Sugarloaf Community Improvement District (CID), in partnership with the Gwinnett Police Department, is launching a campaign to reduce the number of vehicle break-ins in the district.

Vehicle break-ins are the top crime in the area, and often as many as half of vehicle break-ins happen to cars that have been left unlocked. The CID's campaign urges drivers to "take your valuables and lock your vehicle" when leaving a parked vehicle.

"The Sugarloaf area is a target rich environment. We want to make sure we remind people to take valuables and lock their cars, so they don't make themselves targets for criminals," said CID Board Chairman Brand Morgan.

The CID is partnering with the Gwinnett Police and commercial property owners to raise the visibility of the "take and lock" message. Soon visitors will see signs reminding them to "take your valuables and lock your vehicle" in the district's parking areas. The campaign will also spread the message through the CID's social media, newsletters, and other outreach methods.

"The easiest way for people to combat vehicle break-ins is by simply taking their valuables and locking their car. I believe that the Take/Lock program is an excellent way to educate and remind citizens of that," said Major C.T. Rafanelli Gwinnett Police Dept. Central Precinct Commander.

The Sugarloaf CID has also installed Flock Safety cameras throughout the district. The solar powered, wireless cameras capture license plates day and night, as well as the make, model, and color of vehicles. Timestamps are also included in recordings, making it easy to search for a specific vehicle. As a part of the agreement with Flock Safety, the Gwinnett County Police Department, with the permission of the camera owners, is provided with access to recordings made by the cameras in order to quickly respond to any incidents in the district. The Flock cameras have proven to be a huge success, leading to solving a number of crimes that would previously have gone unsolved.

"We want to be proactive in addressing crime in the Sugarloaf CID. Vehicle break-ins are often a preventable crime. If drivers take valuables and lock their vehicles, we could see a dramatic decrease in the number of break-ins here," said CID Executive Director Alyssa Davis. "Together with our investment in Flock cameras with license plate readers, we think criminals will get the message not to commit crimes in the Sugarloaf CID."

Property owners interested in getting the "take and lock" signage for their property can contact the CID for details: www.sugarloafcid.org.

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About Sugarloaf CID: The Sugarloaf Community Improvement District (CID) was formed in 2016 to ensure the long-term success of Gwinnett County's premiere business and entertainment district located along the Sugarloaf Parkway and Satellite Boulevard corridors. The CID is a top regional job center and is home to the Infinite Energy Center, a regional destination that attracts over one million visitors per year. Through local, state, and regional partnerships, the Sugarloaf CID is working to make a more secure, attractive, and connected community for businesses and visitors alike. To learn more about the Sugarloaf CID, visit www.sugarloafcid.org.