

VIRGINIA STATE POLICE

HEAT

HELP ELIMINATE AUTO THEFT

WHAT IS THE **HEAT** PROGRAM?

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HEATreward.com

MISSION

The mission of the sworn employees assigned to the Virginia State Police Help Eliminate Auto Theft (HEAT) program is to support the Auto Theft Special Agents in the field and to promote auto theft prevention through various initiatives. HEAT Special Agents must also concentrate on forming close working relationships with federal, state, and local law enforcement agencies to promote HEAT program initiatives.



HISTORY

- Help Eliminate Auto Theft (HEAT) Fund was established in 1992
- Defined in Section 38.2-414 of the Code of Virginia
- “A statewide program to receive and reward information leading to the arrest of persons who commit motor vehicle theft-related crimes in Virginia”
- Virginia insurers fund HEAT through .25 percent of their total direct gross premium income for automobile physical damage insurance, other than collision, written in the Commonwealth
- Funds are controlled and administered by the Superintendent
- Governed by a Superintendent-appointed advisory committee of 7 members to assist in developing and annually reviewing the plan of operation

WHY A HEAT FUND?

- In 1991, there were 21,284 auto thefts valued at almost \$114,000,000...

**...more than aggravated assaults
and robberies combined!**

- Therefore, the Virginia General Assembly enacted the HEAT Fund to combat the growing auto theft issue

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THIS FUNDING ALLOWS HEAT TO:

- Pay the costs of establishing and operating a program to receive and **reward** information leading to the arrest of persons who commit motor vehicle theft-related crimes in Virginia.
- Provide financial support to state or local law-enforcement agencies for motor vehicle theft **training**.
- Provide financial support to judicial and private agencies for **programs** designed to reduce the incidence of motor vehicle theft.



*Southern States Car Show - Henrico
July, 2016*

HEAT PERSONNEL

- Program Coordinator – First Sergeant
- Two Special Agents
- Analyst
- Public Relations Coordinator
- Program Support Technician



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AUTO THEFT IN VIRGINIA 2019

- 10,350 theft offenses
 - (6.5% decrease from 2018)
- In excess of \$95,000,000 value

OUR APPROACH

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Visit our website for a calendar of events, prevention tips and to learn more about the layered approach.

● [FACEBOOK.COM/HEATREWARD](https://www.facebook.com/heatreward)

A LAYERED APPROACH TO PREVENTION



VIN ETCHING

Vehicles with etched glass and motorcycles with etched decals are less likely to be stolen. These no-cost services are available throughout the year at locations statewide.

DID YOU KNOW?

Thieves steal more than **7,000** motor vehicles a year in Virginia. Stolen vehicles and parts total more than **\$55 million annually**.

- Being mindful of your surroundings can help protect you from a carjacking. Never resist someone who tries to take your vehicle by force.
- Teenagers steal more than 800 vehicles each year in Virginia and account for almost 30 percent of auto theft-related arrests.
- Unattended motorcycles and mopeds can disappear in a matter of seconds if not properly secured.

HAVE INFORMATION ABOUT A STOLEN VEHICLE OR CHOP SHOP?

You may be eligible for a **\$25,000 reward**. Submit an anonymous tip on our website or call (800) 947-HEAT.



HEATREWARD.COM

The HEAT program was established in 1992 to educate citizens and law enforcement about theft of vehicles and vehicle parts. HEAT supports local and state law enforcement through various auto theft prevention efforts.

February 2017

The HEAT program has designed brochures that are intended to draw in the public and not only change their behavior but redirect them to our website and social media.

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[HEATreward.com](https://www.heatreward.com)

A simple visual aid:

The Layered Approach

**A LAYERED APPROACH
TO PREVENTION**

LAYER 3 TECHNOLOGY:
INSTALL AN IMMOBILIZER OR TRACKING SYSTEM.

LAYER 2 VISIBLE OR AUDIBLE DETERRENTS.
HAVE YOUR VEHICLE VIN ETCHED
OR INSTALL AN ALARM.

LAYER 1 COMMON SENSE:
TAKE YOUR KEYS OR TAKE YOUR CHANCES.

Learn more about the layered approach at
HEATREWARD.COM

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WHAT CAN THE HEAT PROGRAM DO FOR YOU?



*National Night Out
New Kent County – August, 2019*

HEATreward.com

REWARDS FOR TIPS

- Visit www.HEATreward.com or call 1 (800) 947-HEAT to submit anonymous tip information.
- Individuals providing information leading to an arrest may be eligible for up to \$25,000.
- Tips may be submitted by LE on behalf of the informant.
- Two rewards issued so far in 2019: \$3,600 total.

SUPPORTING YOUR EFFORTS

- Training grants are available to law enforcement agencies who investigate vehicle theft related crimes.
- Those agencies can attend the International Association of Auto Theft Investigator's annual conference. Funding covers membership, travel, lodging, and fees.
- Funding is announced annually, available on a first come basis.
- 2019: \$3,000 per agency

ANNUAL HEAT AWARDS

- The HEAT Awards were created to honor individuals and agencies who exhibit excellence in at least two of the following categories:
 - Intelligence
 - Prevention
 - Enforcement
 - Recovery



HEAT Program Coordinator First Sergeant Thomas Molnar announces the award recipients at the Virginia Association of Chiefs of Police & Foundation banquet, August 2019.

2019 HEAT AWARDS

- Awards are provided at a HEAT catered banquet at the VSA and VACP annual conferences.



HEAT Award recipients pose with their certificates at the Virginia Association of Chiefs of Police & Foundation banquet. September, 2019



NETWORKING

- VSP Auto Theft Special Agents facilitate meetings meant to elicit sharing of cases, trends, and information.
- These meetings are often attended by federal, state, and local LE; NICB agents and analysts; DMV Police; and Insurance SIUs.
- Meetings are currently held as follows:
 - Richmond Auto Theft Investigators (RATI)
 - 2nd Wednesday of *every* month
 - Hampton Roads Auto Theft Investigators (HRATI)
 - 3rd Wednesday of *every* month
 - Northern Virginia Auto Theft Investigators (NVATI)
 - 3rd Tuesday of *every other* month

EDUCATIONAL OUTREACH

- Marked, specialty vehicles for displays
- Social media
- VIN Etchings
 - Cars/Trucks/SUVs
 - Motorcycles
- Free HEAT promotional items for YOU!

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DISPLAY VEHICLES



Out with the old and in with the new!



2019 Chevrolet Corvette



2019 Chevrolet Corvette



2019 Chevrolet Corvette

2012 Freightliner Custom



2012 Freightliner Custom



2012 Freightliner Custom



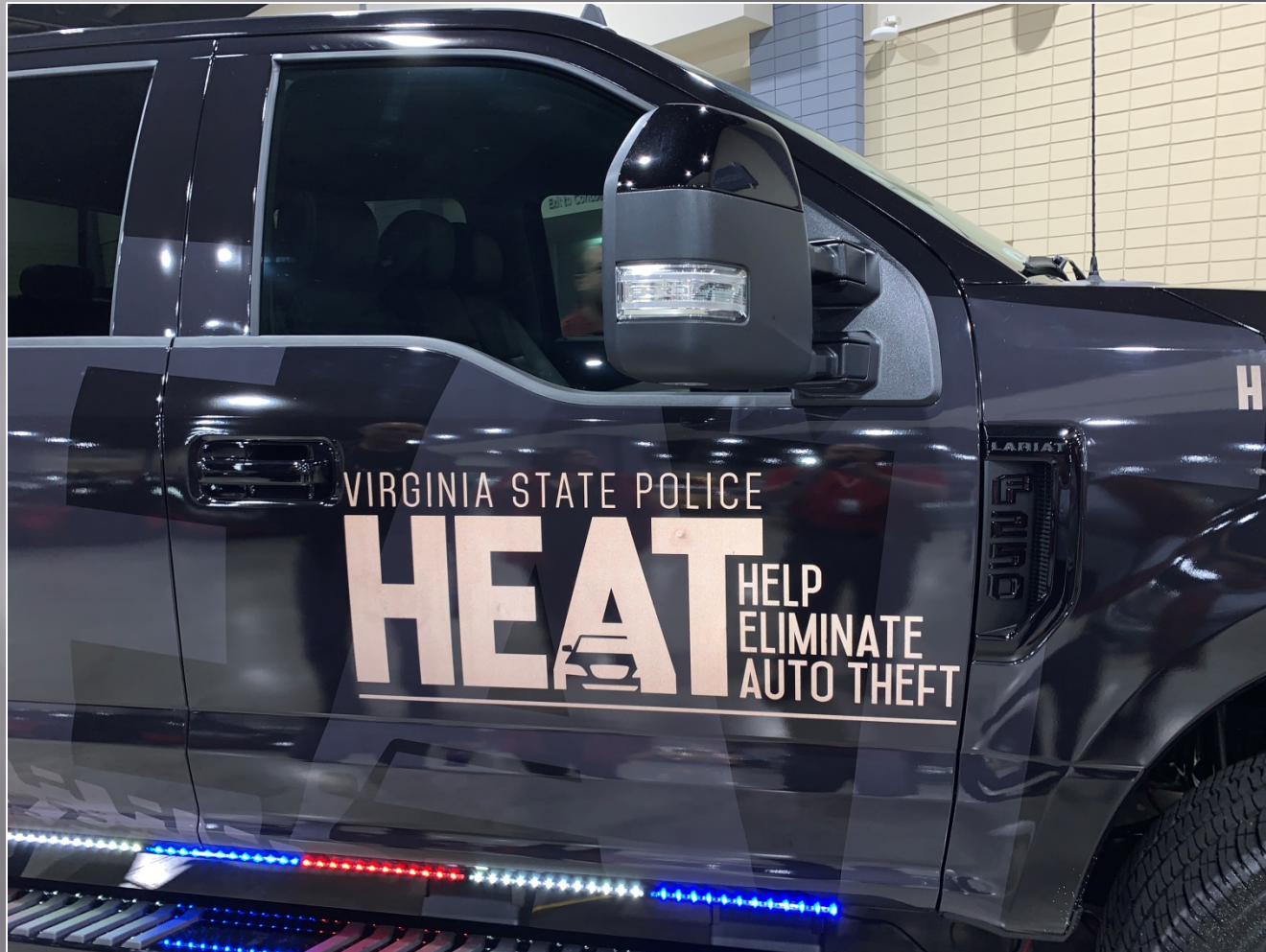
2019 Ford F250 Lariat



2019 Ford F250 Lariat



2019 Ford F250 Lariat



2019 Ford F250 Lariat



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SUPER DUTY

SEP 2019
UA35-953
TRUCK

“TC”



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PARTNERING WITH LOCAL LAW ENFORCEMENT



NASCAR RACES



NASCAR RACES



RICHMOND AUTO SHOW



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WORKING ALONGSIDE RECRUITING



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COMMUNITY EVENTS



COMMUNITY EVENTS



COMMUNITY EVENTS



MEETING “CELEBRITIES”



PARTNERING WITH LOCAL BUSINESSES



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APPEARING ON LOCAL TELEVISION



COLLABORATING WITH OTHER PROGRAMS



NEWS WHERE YOU LIVE

VIRGINIA STATE POLICE OFFER FREE MOTORCYCLE SAFETY CLASSES

abc 8
WRIC.COM
9:37 75°

 Start shopping now at CrossroadsofVA.com

Ride  **Save Lives**

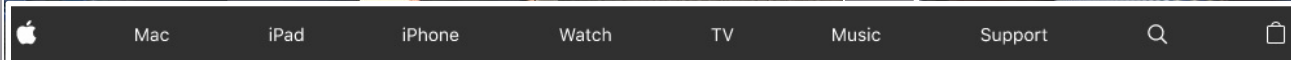
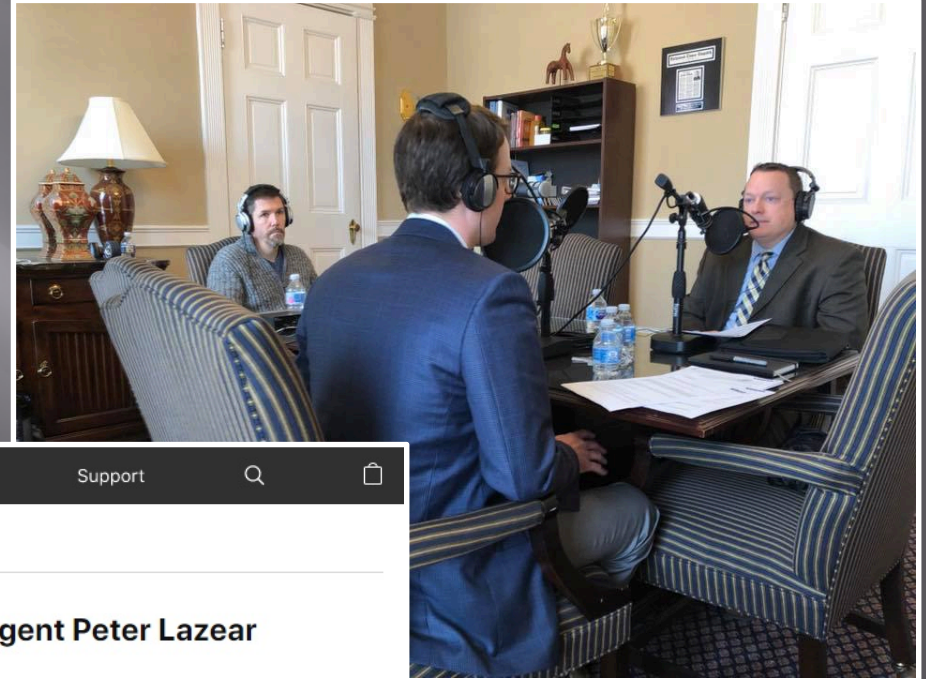
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SPEAKING WITH CIVIC GROUPS



- Boy/Girl Scouts
- Senior Citizen Groups
- Car Clubs
- Homeowner Associations
- Neighborhood Watch

Virginia Automobile Dealers Association (VADA)



Apple Podcasts Preview



Virginia State Police Special Agent Peter Lazear High Octane

Automotive

[Listen on Apple Podcasts](#)

In our latest episode, we were honored to have as a guest the Virginia State Police's Special Agent Peter Lazear to discuss the VSP's HEAT (Help Eliminate Auto Theft) program and how it is helping combat auto theft across the Commonwealth.

[Episode Website](#)

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SOCIAL MEDIA

Facebook - #9PMRoutine



I'm not a dentist, but I did follow the 9PM Routine last night.

#9PMROUTINE



Hanover County
Sheriff's Office

SOCIAL MEDIA

Facebook - #LockItOrLoselt

 **HEAT Program**
Published by Peter William [?] · February 8 at 7:28 AM · 🌐

This is a great reminder from the [Richmond Police Department](#) to #LockItOrLoselt. For more auto theft prevention tips, visit www.HEATreward.com. #ProtectYourRide #VSPHEAT
You can also find us on Twitter @VSPHEAT



2,276 Views

Richmond Police Department
February 6 at 7:15 AM · 🌐 Like Page

"Good point," indeed!

City of Richmond
Police Department

SOCIAL MEDIA


Facebook - #ProtectYourRide

 **HEAT Program** Published by Peter William [?] · February 7 at 7:40 AM · 🌐

Out with the old and in with the new... One week from today we will be debuting our new fleet of vehicles at the Virginia International Auto Show! Stop by the HEAT Program display to check out our new brand imaging and learn how you can #ProtectYourRide!

Also, be sure to follow us on Twitter: @VSPHEAT




 **HEAT Program** Published by Peter William [?] · January 13 · 🌐

Thieves are targeting your personal belongings! Remember to remove all valuables and lock your vehicle each time you park.

You could earn up to \$25,000 in cash for auto theft tips that lead to an arrest. Visit www.HEATreward.com or call 1-800-947-HEAT to submit a tip. #VSPHEAT #ProtectYourRide

<https://wtvr.com/.../hull-street-road-car-break-ins-wanted-w.../>



WTVR.COM

Woman with sleeve tattoos wanted for thefts from cars in Chesterfield

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@VSPHEAT

SOCIAL MEDIA

#puffer



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SOCIAL MEDIA

Facebook - Helping with Your Cases

 **HEAT Program** Published by Peter William [?] · January 21 · 🌐

The Arlington County Police Department is reporting another 9 vehicles stolen from Northern Virginia dealerships. If you have information about auto theft then you could earn up to \$25,000 cash for tips that lead to an arrest. Visit www.HEATreward.com or call 1-800-947-HEAT to submit a tip! #VSPHEAT #ProtectYourRide

<https://wjla.com/.../thieves-steal-another-nine-cars-in-possi...>



WJLA.COM | BY ABC 7 NEWS - WJLA

Thieves steal another nine cars in possible string of burglaries

 **HEAT Program** Published by Peter William [?] · January 31 at 2:27 PM · 🌐

Each year in Virginia, thieves steal more than \$80,000,000 in parts and vehicles. Remember to stay aware of your surroundings, park in a well lit area, remove any valuables, and lock your vehicle every time you leave it. For more theft prevention tips, visit www.HEATreward.com. #VSPHEAT #ProtectYourRide

<https://patch.com/.../catalytic-converter-thief-strikes-frede...>



PATCH.COM

Catalytic Converter Thief Strikes In Fredericksburg

A resident reported to the Fredericksburg police Wednesday that the...

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@VSPHEAT

SOCIAL MEDIA

Twitter

71537 AUTO THEFT COSTS VIRGINIANS MILLIONS OF DOLLARS EACH YEAR. WE ARE WORKING TO CHANGE THAT.

LEARN WHAT TO LOOK FOR AND PREVENTION TIPS AT HEATREWARD.COM

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Following

Help Eliminate Auto Theft (HEAT)
@VSPHEAT

Virginia State Police. Account not monitored 24/7.

Richmond, VA HEATreward.com

HEAT Program
@VSPHEAT

SOCIAL MEDIA

YouTube

The image shows a screenshot of the HEAT Program YouTube channel page. At the top, there is a navigation bar with the YouTube logo, a search bar, and a 'SIGN IN' button. Below the navigation bar is a large red banner with white text that reads: "AUTO THEFT COSTS VIRGINIANS MILLIONS OF DOLLARS EACH YEAR. WE ARE WORKING TO CHANGE THAT. LEARN WHAT TO LOOK FOR AND PREVENTION TIPS AT HEATREWARD.COM".

The channel name "HEAT Program" is displayed with a logo that says "HEAT" and "HELP ELIMINATE AUTO THEFT". Below the name, it shows "118 subscribers" and a red "SUBSCRIBE" button. The channel's navigation menu includes "HOME", "VIDEOS", "PLAYLISTS", "CHANNELS", "DISCUSSION", and "ABOUT".

The "Uploads" section is active, showing a row of five video thumbnails with their titles and view counts:

- HEAT Motorcycle Awareness**: 15 views • 3 months ago (1:04)
- Protect Your Ride**: 138K views • 1 year ago (0:31)
- About the Help Eliminate Auto Theft (HEAT) Program**: 531 views • 2 years ago (1:21)
- HEAT Program Celebrates 25 Years**: 171 views • 3 years ago (4:48)
- HEAT VIN Etching**: 84K views • 3 years ago (1:21)

On the left side of the page, there is a sidebar with navigation options: Home, Trending, Subscriptions, Library, and History. Below these is a "SIGN IN" button and a section titled "BEST OF YOUTUBE" with icons for Music, Sports, Gaming, Movies, TV Shows, and News.

HEAT Program

WHAT IS VIN ETCHING?

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VIN ETCHING

The Vehicle Identification Number (VIN) etching process uses a chemical to permanently engrave the VIN into each major portion of the glass on a vehicle.



VIN ETCHING

STENCIL & ETCHING
GEL APPLICATION

FINAL RESULTS



HENRICO COUNTY 2019



JAMES CITY COUNTY 2019



JAMES CITY COUNTY 2019



CITY OF HOPEWELL 2019



CITY OF HOPEWELL 2019



NORFOLK NAVAL STATION 2019



MOTORCYCLE VIN STICKER SHEETS



PUBLIC RELATIONS ASSISTANCE

- The HEAT program employs a Public Relations Coordinator who can assist you with:
 - Writing press releases
 - Creating public service announcements
 - Creating event flyers
 - HEAT logos and graphics to add to your auto theft campaigns
 - Promoting VIN etchings and mutual events on the HEAT website and social media pages

EVENT FLYERS

HeatReward.com

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VETERANS OF FOREIGN WARS
OF THE UNITED STATES

VIN Etching

**FREE
HOTDOG
LUNCH**

**Date of FREE VIN Etching:
FRIDAY, MAY 10, 10AM-2PM**

**EVENT LOCATION:
VFW POST 637
1400 Lynchburg St, Hopewell**

**COST of VIN ETCHING:
ABSOLUTELY FREE!**

Vehicle Identification Number (VIN) Etching is one of the most effective means to deter auto theft that is currently available. Etching is fast, safe and simple process of having a vehicle's VIN engraved onto its windows using a chemical solution. Once the VIN has been etched on all the windows, a thief must strip and replace every piece of glass to profit off the sale of the stolen vehicle or its parts.

**MORE INFO:
Dennis Kennedy (804)629-5480
Cara Buckley ufwpost637publicrelations@gmail.com**

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HOPWELL

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PROMO ITEMS



PROMOTIONAL ITEM REQUEST FORM



Instructions: Please indicate the number of items/packages requested below and submit as instructed.

NAME OF AGENCY _____

REQUESTED BY _____

TYPE OF EVENT _____

DATE NEEDED ____/____/____

SHIPPING ADDRESS (Please note: We can not mail to P.O. Boxes)

CITY, STATE, ZIP _____

PHONE _____

EMAIL _____

ITEM	PACKAGES REQUESTED
Brochures (100 per Package)	
Air Fresheners (50 per Package)	
Keychains (50 per Package)	
Pens* (100 per Package)	

ITEM	PACKAGES REQUESTED
Pencils (100 per Package)	
Plastic Bags* (100 per Package)	
Stickers (50 per Package)	
Sticky Notepad* (100 per Package)	

**SUBMIT THIS FORM BY
 EMAIL, FAX OR MAIL**

Email: VSPAutoTheft@vsp.virginia.gov
 Mail: Help Eliminate Auto Theft, PO Box 27472, Richmond, VA 23261
 Fax: (804) 674-2933

Promotional items are provided for the purpose of educating citizens how to protect themselves against auto theft.
 Requests are met based on availability. * Dual-branded for the HEAT and Stamp Out Fraud programs.

OFFICE USE: REQUEST FILLED BY / DATE: _____

- Available to all LE agencies across the Commonwealth.
- Visit our website at www.HEATreward.com to submit a request.
- The items can be picked up, delivered, or mailed to you.

EXPERIENCED AUTO THEFT INVESTIGATORS

- The HEAT program supports seven Auto Theft Special Agents across the Commonwealth.
- These agents are specially trained to recognize counterfeit VINs and cloned vehicles.
- They are also able to help locate confidential or hidden VINs.
- Each agent is equipped with OBD-II readers, bore scopes, hand tools, and VIN restoration kits.

WHO CAN I CALL FOR HELP?



VSP AUTO THEFT SPECIAL AGENTS

Division I	SA Dennis Kennedy
Division II	SSA Mike Jones
Division III	SSA Barry Tuggle
Division IV	SA Terry Marshall
Division V	SSA Scott Glenn
Division VI	SSA Diane Mandeville
Division VII	SA Rick Richens

WHAT'S CHANGED SINCE 1992?

- Auto thefts have declined by more than 52%
- Awareness and education have improved
- Anti-theft technology has improved

“WHY IT MATTERS” The Tabb Family



CONCLUSION

The HEAT program can provide assistance with your agency's crime prevention program, auto theft investigations and much more.

Let us help you! Please contact us at any of the following:

www.HEATreward.com

vspautotheft@vsp.virginia.gov

(804) 674-2769



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Questions?

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