

WHY BUSINESS WATCH!

The Upland Police Department is attempting to reduce the occurrence of crime, through a program called "BUSINESS WATCH". The program is already implemented in several businesses in our City.

According to the F.B.I Crime Index Report, In 1993 there were over 1.1 million shoplifting incidents reported. Additionally, burglary victims suffered losses estimated at 3.4 Billion dollars. On average we can expect a commercial burglary once every 33 seconds, a robbery once every 48 seconds, and a violent crime occurring once every 16 seconds. Furthermore check and credit card fraud account for billions of dollars every year. Statistics show us that we must take action to the reduce the incline in commercial crime in the United States.

You can take the first step in helping to reduce the occurrence of such crimes by working together with your neighboring businesses and the police department. If you feel you and your business neighbors would be interested in learning more about the program, please call our Crime Prevention Officer at 946-7624.

WHAT IS BUSINESS WATCH?

Business Watch is sponsored by the Upland Police Department and the Upland Chamber of Commerce specifically to:

- Set up a communications network from business to business within your business complex/center.
- Educate you and your employees in crime prevention.
- Provide you with crime prevention educational materials on various topics including:
 - Burglary
 - Robbery
 - Shoplifting
 - Checks & Credit Cards Fraud
 - Personal Safety
 - Disaster Preparedness

WHAT DOES BUSINESS WATCH OFFER THE BUSINESS COMMUNITY?

Tips and information that will aid you in crime prevention for your business and a partnership with the police department in combining our efforts to reduce crime in our business community. Making your business complex a safer place for you, your employees, and your consumers.

Here is some of the information we will provide your business:

Shoplifting:

- Train your personnel to be courteous and alert. A thief who thinks he is being watched is less likely to steal.
- When merchandise is displayed neatly in standard groups, three to four items per display, sales personnel can notice what is missing quickly.

- Place small expensive items in secure display cases close to sales personnel. A counter near an exit is an easy target for "grab and run" thieves.

Robbery:

- Prevention is the key. It is important to take measures to make your store unattractive to robbers.
- Some prevention measures include: a clean neat store, attentive sales personnel, a visible cash register and good lighting. Consider mirrors, cameras, alarms and security personnel for high crime areas.

If a Robbery Does Occur:

- Cooperate with the robber for your own safety and the safety of others.
- If you have a silent alarm and can reach it without being noticed, use it. Otherwise, wait until the robber leaves.
- If possible, signal other employees. Have a pre-arranged signal for such emergencies, but if the robber is able to see you, wait until the robber leaves.
- Remember, be careful, most robbers are just as nervous as you are.

Check Cashing Precautions

- Only accept local checks with current names and addresses printed on them.
- Examine each check closely. Do not accept any altered checks.
- Only accept payroll or government checks when you know the person or verify the check.
- Do not accept postdated checks
- Do not accept two-or-more party checks.

- Observe the person. Is the person overly nervous? Take the time to ask for additional identification or verification if you have any doubts.

WHY CRIME PREVENTION?

The problem of crime is too great to be reduced by the Police alone. Community involvement is necessary for effective control.

Crime feeds on apathy and tolerance. If people simply mind their own business and tolerate crime, the entire business community is vulnerable. Alert business members can change this by working with each other and the Police to become aware of what is happening within their business complex.

Community concern, alertness to suspicious activity, and willingness to call the Police are important steps toward discouraging criminals.

BE A GOOD BUSINESS NEIGHBOR

START A BUSINESS WATCH PROGRAM IN YOUR BUSINESS COMPLEX

If you think you see someone committing a crime call the **Upland Police Department** at **946-7624**, or **9-1-1** if it is an emergency. If

you have information pertaining to a crime, or suspect information, you can call the **Upland Crime Stoppers**, at **946-STOP**. You may remain anonymous when reporting information to the Upland Crime Stoppers, and can receive rewards up to \$1,000.00.

PREVENT CRIMES

SEE IT!

HEAR IT!

REPORT IT!

CRIME PREVENTION IS EVERYONE'S BUSINESS

Crime Prevention Tips From:

The Crime Prevention Unit
Upland Police Department
1499 W. 13th Street
Upland, Ca. 91786
(909) 946-7624

Emergencies Call

9-1-1



UPLAND POLICE DEPARTMENT
1499 W. 13th Street
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CHIEF OF POLICE