

## How do I get involved?

- ⇒ Contact the Neighborhood Services Division and explain that you are interested in starting a Merchant Watch group.
- ⇒ Once you have contacted the Neighborhood Services Division you will receive instructions on how to work with the police to organize a Merchant Watch group.

**REMEMBER** : Law enforcement officers can't be everywhere at once, but you and those who live and work in your business corridor can organize and work to prevent crime.



Neighborhood Services Division  
(510) 238-6200  
or  
(510) 238-3128

For more information on this program and other crime prevention material, write to:

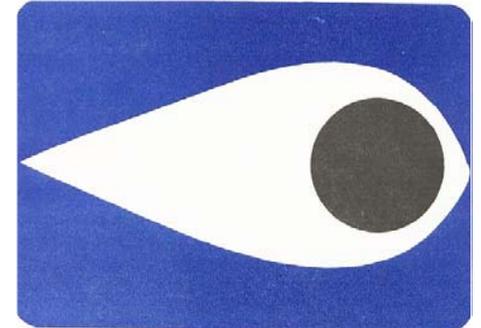
Oakland Police Department  
Neighborhood Services Division  
250 Frank H. Ogawa Plaza, Suite 6303  
Oakland, CA 94612  
Phone: (510) 238-6200  
E-mail: [Esimlin@Oaklandnet.com](mailto:Esimlin@Oaklandnet.com)



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# Crime Prevention Techniques for Your Business

## MERCHANT WATCH



**WE LOOK OUT  
FOR EACH  
OTHER!**

**Oakland Police  
Department**

# The best way to reduce crime in your business corridor is to organize merchants to work in collaboration with the Oakland Police Department.



In fact, merchants working in cooperation with law enforcement makes one of the best crime-fighting teams around.

## What is Merchant Watch?

Merchant Watch is a crime prevention program which enlists the active participation of merchants in cooperation with law enforcement to reduce crime in their business corridor.

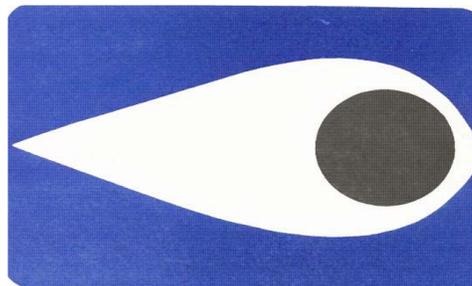
### It involves:

- ⇒ Merchants getting to know each other and their residential neighbors.
- ⇒ Merchants being trained to recognize and report suspicious activity in their business district.
- ⇒ Implementation of crime prevention techniques such as personal security, robbery reduction and how to deal with aggressive panhandlers or scavengers.
- ⇒ Free security inspections upon request.

You may hear it called:

**Merchant Watch**, Business Alert or Business Watch. The idea is the same:

## Merchants looking out for each other.



## Why Merchant Watch?

- ⇒ Over 40 million crimes are committed each year and the number is still growing.
- ⇒ There can't be a law enforcement officer on every corner, so citizen involvement is essential to combat this social crisis.
- ⇒ By cooperating with each other and the police, people can help fight crime in their community in the most effective way.....before it begins.



## Who can participate?

- ◆ Any business in the City of Oakland, small or large.
- ◆ Non-commercial residence within a business corridor,
- ◆ and proactive persons interested in starting a business .