

Important Phone Numbers for Oakland Businesses

All Emergencies 911 – Police – Fire – Medical

Cell Phone OPD Emergency Number: (510) 777-3211

911 dialed on a cell phone in Oakland will be received by the California Highway Patrol.

Non Emergency Police: (510) 777-3333

For non-emergency assistance requiring a police response.

Illegal Drug Activity: (510) 238-DRUG (3784)

Use this number to report illegal drug activity. Information is confidential and caller will remain anonymous. Information is for police investigative purposes and will not generate an immediate police response.

Traffic Section: (510) 238-3155

Works with community groups to address issues of speeding, traffic accidents, and special events, such as block parties, festival and parades.

Abandoned Auto Detail: (510) 777-8622

Use this number to report abandoned or inoperable vehicles parked on the street for over 72 hours.

Oakland Merchant Watch Program: (510) 238-6200

Crime prevention techniques that can effectively partner your business group with the Oakland Police Department.

Electrical Division, Street Light Maintenance

Report nearest address, intersection, and pole number.

Electrical@oaklandnet.com • (510) 615-5430

Graffiti, Pot Holes, and Tree Trimming

Report nearest address, intersection.

PWACallCenter@oaklandnet.com • (510) 615-5566

Oakland Merchants Leadership Forum (OMLF)

OMLF strives to increase economic development, community pride and civic participation in the City of Oakland.
shari@omlf.org • (510) 663-0653



City of Oakland Merchant Watch Safety Booklet



What is the Merchant Watch Program?

The Merchant Watch Program consists of groups of businesses organized to communicate with one another and the police to report crime and alert one another of possible suspicious activity in the area.

Merchant Watch groups are acknowledged by signs posted in the commercial area identifying the group and carrying a warning that all suspicious activity will be reported to the police.



Why Participate in a Merchant Watch Program?

- To reduce crime and the fear of crime through increased communication, training, and crime prevention.
- Receive a free security survey of your business as well as learn crime prevention techniques.
- To make commercial corridors safer and less desirable to criminals. People like doing business with or patronizing establishments that are security conscious.
- To provide an avenue of communication between the Oakland business community and the police. Open lines of communication assist the police in responding in an emergency, and in developing programs to respond to community needs.

Merchant Watch Definition

The Merchant Watch program is based on the premise that when Merchants work together to make their working environments safer, crimes can be prevented. Training for your Merchant Watch group is intended to provide you with up-to-date crime prevention techniques and other information so you can effectively partner with the Oakland Police Department to keep your business corridor safe.

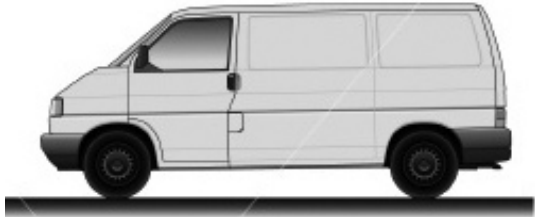
How to become an Oakland Merchant Watch Group:

- Contact Eddie Simlin, Police Services Technician at (510) 238-6200 with any questions
- Schedule and hold a Merchant Watch meeting
- Complete a **roster** of member's names, addresses and telephone numbers
- Complete a **map of your business corridor**
- Select a Block Captain and an alternate for the group
- Decide how many signs you want and where the signs should be installed. In order to qualify for the signs your Merchant Watch group must have a map and roster.
- Send a copy of the completed sign installation form, map and roster to the Neighborhood Watch Sign Coordinator at esimlin@oaklandnet.com or mail to:

Eddie Simlin
City of Oakland
Neighborhood Services Division, Suite 6303
Oakland, CA 94612

Auto Description Guide

Give this report to the first Police Officer on the scene.



Year _____ Make _____

License No. _____ Color _____

Body Style (doors) _____

Outstanding Features _____



No. Headlights _____ Shape Tailights _____

Which direction did car leave in? _____

Description of Suspect

Sex	Race	Age
-----	------	-----

Hair/Length/Color
Glasses (type)
Tattoos/Scars/Mark
Facial Hair
Weapon Type

Height	Weight	Complexion
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Hat (color/type)
Tie
Coat
Shirt
Pants/Shoes



Write below specific facial details — only what you definitely remember.

What did the suspect say? _____

Which way did he go? _____

9-1-1 • Stay on the Telephone • Don't Hang up

Developing Merchant Watch Roster

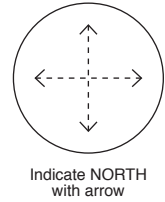
Use a sign-in sheet as the basis for your Merchant Watch roster. The roster should include the following information:

- Each Merchant Watch member's full name, printed
- Each Merchant Watch member's street address
- Each Merchant Watch member's business name
- Each Merchant Watch member's contact telephone number, including cell phone and business phone
- Each Merchant Watch member's E-mail address
- The roster should also denote the Block Captain and Alternate Block Captain

Developing a Merchant Watch Map

The map should reflect the physical shape of your street. If your street is a typical block with a cross street intersection, then make sure both street names are shown. Show all the business or residential address numbers in the Merchant Match area, even if the businesses or residences do not participate in your group. The map should also contain arrows pointing East and West to better guide the caller when reporting activity to the police dispatcher.

Block Map



Name _____

Address/Color _____

Home Phone _____

Work Phone _____

Name _____

Address/Color _____

Home Phone _____

Work Phone _____

Street Name

Name _____

Address/Color _____

Home Phone _____

Work Phone _____

Name _____

Address/Color _____

Home Phone _____

Work Phone _____

Name _____

Address/Color _____

Home Phone _____

Work Phone _____

Name _____

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Name _____

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Home Phone _____

Work Phone _____

Name _____

Address/Color _____

Home Phone _____

Work Phone _____

Street Name

Name _____
Address/Color _____
Home Phone _____
Work Phone _____

Name _____

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Name _____

Address/Color _____

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Name _____
Address/Color _____
Home Phone _____
Work Phone _____

Name _____

Address/Color _____

Home Phone _____

Work Phone _____

Name _____

Address/Color _____

Home Phone _____

Work Phone _____

Robbery Survival Tips

- Do as you are told, assure assailants that you will cooperate and comply with any requests.
- Don't volunteer to help, do only what you are told.
- Don't panic, remain calm and keep a cool head. Knowing what to do and how to act reduces the chances of getting hurt.
- Don't use a weapon, it takes hundreds of hours of training to learn how effectively to use a weapon. No amount of money is worth the chance you take by attempting to battle with an armed robber.
- Don't cause surprises, all movements should be slow and deliberate. You should also inform the perpetrator if there is another person in a back room or out of sight.
- Have a plan; mentally practice what you will do if you become involved in a robbery.
- Take mental notes, start at the top of the perpetrator's head and make mental notes as you go: physical description, body marks, speech and other characteristics which will aid law enforcement.

After Robbery Tips

- Sound the Alarm, if the store has an audible alarm system; wait until perpetrators have left the premises before sounding the alarm.
- Call 911, tell the dispatcher the name of your business, the address and that you have just been robbed by an armed person. Give a brief description of the suspects and if you know the description of the car and direction of escape. Stay on the phone with the dispatcher and do what he or she tells you to do.
- Lock the doors as soon as possible, keep them locked until the police arrive. Do not open the doors for anyone else except the manager, owner or the police.
- Ask any witnesses to stay, you cannot force customers to stay and wait for the police but most of the time customers will give their assistance.
- Preserve the crime scene, if you noticed that the perpetrator touched something, make sure the customers are aware that they should not touch the item and disturb the possibility of getting a clean set of fingerprints from the object.
- Complete the suspect description form; take a moment to fill out the suspect/vehicle description form while everything is fresh in your mind.

Types of Business Crime

Crimes against businesses are usually crimes of opportunity. If you make it easy for someone to steal from you, chances are, someone will. Don't make it easy. Make it difficult and unrewarding.

- **Fraud:** Committed by swindlers, embezzlers and cheaters to steal from businesses. Learn to recognize it before it's too late.
- **Employee Theft:** Results from employee dishonesty when taking items, undercharging other employees or friends, etc. occur. Do not assume that it is the new employee that might steal from you.
- **Shoplifting:** Most shoplifters look harmless. Amateur shoplifters are sneaky; the seasoned shoplifters are extremely sophisticated. All persons that enter a business should be greeted by employees to deter shoplifting.
- **Burglary:** Burglary is a crime of opportunity, burglars aim for the easiest targets. Most of the time, burglars will give up if they cannot get in within a few minutes. Your business should have all windows locked and no easy access to the roof.
- **Robbery:** Robbers use force or threaten their victims to carry out their intent. Almost all robbers carry or simulate weapons. Never try to take any chances when a robbery is taking place because it's a violent crime.

Recommendations to Reduce Criminal Activity Crime Prevention Through Environmental Design (CPTED)

1) Natural Surveillance

- All persons who enter the business should be greeted by a business representative
- Window signs should cover no more than 10% of window space
- Interior shelving and display should be no higher than five feet for increased visibility
- Interior and exterior areas, including parking lots, should be well lit
- Loading / garbage areas should not create hiding places
- Clear visibility should be maintained from inside the business to the street, sidewalk and parking areas.
- All entrances should be under visual surveillance by employees



(CPTED continued)

2) Territorial Reinforcement

- Property lines are private and should be defined by plantings, pavement treatments, short walls or fences
- Businesses should be identified by wall signs for those parking in the rear
- Reception and cash register area should be positioned to screen all people entering
- Parking areas should be clearly marked and separated from pedestrian walkways

3) Access Control

- Walkways and landscaping should direct visitors to the proper entrance and away from private areas
- Cash register should be located towards the front of the store in such a way where it can be seen from the street
- No easy access to commercial property's roof
- Exterior doors should be hinged on the inside and should have a single cylinder dead bolt lock with a minimum one inch throw
- All windows should have locks
- Detached storage sheds or other buildings should be equipped with lockable doors and windows

4) Maintenance

- Keep structure painted and in good repair
- Keep weeds abated. Trim bushes to 36" high and trees up to 7" from the ground
- Keep all lighting fixtures in good operating condition

Surveillance Cameras

Surveillance cameras play a vital role in preventing the same crime from happening again and assisting police in the apprehension of suspects.



- Surveillance cameras should be properly maintained, operational and of good quality (digital camera system is highly recommended).
- Surveillance tapes/CDs should not be recorded over multiple times.
- There should be someone at the business who knows how to operate the surveillance system.
- At least one surveillance camera should be strategically monitoring the main entrance. The camera should be placed or zoomed in at human/ eye level height in such a way to catch facial features. The camera should not be in public view.

If you would like a representative from the Oakland Police Department to come to your business and make recommendations on your surveillance system contact The Merchant Watch Coordinator at 238-6200.

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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