



Seasons Greetings!

Keep the Holiday Celebration bright by remembering to include safety and security into your festive activities. Many crimes involve some degree of opportunity. A holiday vacation or shopping trip can provide opportunities for thieves - So read the tips below for a safe and joyous holiday season.

Holiday Safety Tips

Last month we listed some safety tips to remember while doing your holiday shopping. Now we will highlight a few important tips on preventing crimes that usually happen more frequently during the holiday season.

Pickpocketing & Strong-Arm Robbery

- Only carry a limited amount of cash and few credit cards on you.
- Keep valuables like keys, cell phone, & money in separate pockets.
- Stay in well-lit, well-traveled areas.
- Be aware of your surroundings and suspicious persons, especially in parking garages, on public transportation, or in crowded places.

Auto Break-ins

- Keep your car locked at all times; never leave your car running, even "just for a minute".
- Do not leave anything visible in your car.
- If you place shopping bags in your car trunk, do so before parking or move your car to a different location.

Home Burglaries

- Keep all windows and doors locked at all times.
- Keep wrapped gifts and valuables out of public view or away from windows where people can see them.
- If going on vacation, have a trusted neighbor watch your house, stop your mail and newspaper deliveries, use a timed light, and an alarm if you have one.
- Do not advertise that you are going on vacation - (such as on your voicemail or on social networking websites).
- Consider having SAFE perform a free home security assessment.

Merchant Safety

- Train your employees on observing and reporting suspicious activities.
- Consider having more than one employee open & close the business.
- Ensure that alarms and video surveillance are working properly.
- Learn to identify fraud - checks, credit cards & cash!
- SAFE offers services to merchants including Business Watch organizing; loss prevention trainings; and business security assessments.

Click on the link below for brochures that are available to print or download.

[Holiday Safety Tips & Brochures](#)

SAFE Supporter Appreciation Party Tonight!

SAFE is hosting an appreciation party at Sports Basement for all our supporters and advocates from 6:00 - 9:00 pm tonight! That's right - please come join our team as we enjoy some wine and beer and light snacks provided by Sports Basement at 1590 Bryant Street. Take advantage of a **10% discount** on all items by being part of the SAFE event. It's a great opportunity to get a head start on holiday shopping and support a great cause. 10% of sales for the night go to SAFE and our vital crime prevention services.



It is not too late to RSVP - email: cindy@sfsafe.org - space is limited so please let us know if you plan on attending. We will also have raffle prizes!

[Party Flyer](#)

Crime Alerts

Muni Crime Alerts and Safety Tips

Now more than ever it is important to stay alert and aware. You may have been following the story of the stabbings on Muni and we are all relieved that the suspect was arrested. SFPD and MTA did a great job working together to solve the case. Events like these serve as important reminders that we need to look out for ourselves and one another. When

riding public transit please remember:

- Always stay awake and alert.
- Keep your iPod, cell phone or other electronics concealed.
- Notice those standing too close or acting erratically.
- Don't hesitate to move your seat if you are uncomfortable.
- Sit by the driver and ask for help if you have concerns.
- Trust your instincts - call 9-1-1 if there is a crime in progress.
- When planning your trip use resources like www.nextbus.com or call 3-1-1 for real time arrivals to avoid long wait times.
- When waiting at bus stops, be aware of your surroundings and avoid using iPods or cell phones.

Burglary Crime Alert and Safety tips

Unfortunately, the holidays can often bring more opportunities for home break-ins, as many of us travel and leave our homes unattended. Rob MacKenzie, SAFE's Residential Security Specialist, offers the following message:

"Hopefully you already know that SAFE provides free residential security surveys and reports for single homes and residential units in larger buildings. Many sources provide the knowledge I use for conducting the surveys. Some major sources include trainings, and literature from the security and building industries. But most informative has been the survey experience where the resident and I discuss what physical and habit-based security faults permitted the crime to occur, and what recommendations may best prevent it in the future. Most people who have had a residential security survey performed by SF SAFE are very satisfied with the service. However, most often I do not receive information from residents about what they actually did to improve their security.

Such information is very helpful for several reasons. While the industry-based information is helpful, the resident's perspective provides education on the practicality of a security measure. Whether you have had a security survey or not, I would like to learn how you have addressed your security challenges, including your research efforts, your purchases, and the results. I am interested to know about your experiences with locksmiths, alarm companies, CCTV companies and others. Your address and all contact information will be kept confidential.

You may email or mail me your story, or call me if you prefer: Rob Mackenzie, Security Specialist, Rob@sfsafe.org, (415) 553-9882. Have a SAFE Holiday Season!"

Purse Snatching

Most women, and some men, carry purses, messenger bags, or backpacks. If you do, and you also go out to a restaurant or other food establishment, please do not leave your bag on the back of your chair. There have been recent incidents in which wallets were stolen out of purses, or the whole bag was taken right from the victim's chair... without the victim knowing. Keep your purse or bag in your lap, on the floor away from public traffic, hanging on your knee, or in between your feet.

Click below for more of SAFE's services and other crime alerts.

[SAFE Services and Safety Tips](#)

Leland Avenue Merchant Watch Group



From Visitacion Valley's Merchant Newsletter, *The Visionary*: On November 5th, business owners and stakeholders showed up en masse for the third Leland Avenue Merchant Watch Group meeting of the year. It was once again standing room only at 91 Leland Ave. as Captain David Lazar, Ingleside Police and SAFE's Business Security Specialist Furlishous Wyatt covered crime trends, hot spots, safety tips and community crime prevention in downtown Visitacion Valley. As the discussion unfolded, Captain Lazar remained steadfast on his message – it is imperative to report all crimes to the police, data is tracked and

reports directly impact resources dedicated to a particular area. Merchant Watch Group participants were also provided with an updated 'Maptree' (business map + phone tree) with emergency contact numbers to build communication, trust and reiterate that the best crime prevention strategy tool ever invented is a good neighbor.

Please contact SAFE for more information on Merchant Watch and our services for the business community.

[For complete article from the Visionary click here](#)

SAFE is a non-profit 501(c)(3) corporation. You can help us to provide essential crime prevention and public safety services by making a tax-deductible donation, either by check or clicking on the JustGive link below. Please check out our website, www.sfsafe.org, for updates and information! Thank you for helping us to create safer neighborhoods!



Happy Holidays,
--The Staff & Board of SAFE

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