



Greetings From San Francisco SAFE!

SAFE is off to an exciting 2010! We are committed to continuing our hard work to build safer more resilient neighborhoods in the coming year and we need your help. Already we have seen ample opportunities to forge new partnerships, create new initiatives and build on the hard work that is being done by people just like you throughout our city. Please help us make this year our strongest yet. Now more than ever is the time to connect with our neighbors and identify the shared values that can help us improve quality of life and make our neighborhoods safer.



SFPD Announces Annual Work Plan and Goals for 2010!

On Friday, January 29th the SFPD held a press conference to announce the direction of the department and goals for 2010. Namely, to make San Francisco the safest large city in the United States. Chief Gascon along with the command staff and the Mayor stated that through strategic collaboration with community they hope to reduce part 1 crimes (Homicide, Assault, Burglary, Robbery, Theft, Arson) by 20%. They also want to see a drop in crimes on MUNI by 10% and traffic related injuries down by 10%. SAFE sees many opportunities for neighborhoods to organize around these efforts and help focus energies in this direction.

The Chief went further to discuss the implementation of a record management system, that will be able to capture data in real time, improvements that will be made to address the DNA backlog, training enhancements that will focus on how to work with people in crisis and the development of advisory boards and forums to have a direct and open line of communication and collaboration with the community. He also spoke about accountability and improvements that will be made for an early intervention system to identify officers who may need added support or training. The goals stated now will be revisited on a quarterly basis to report on the progress. SFPD will also work to establish a foundation which can help with funding for special projects and initiatives.

We have posted more information regarding the annual work plans on the SAFE website and hope that you take the time to see the Chief's vision outlined. For a PDF of the SFPD 2010 Goals click below.

[SFPD 2010 Goals](#)

Lunar New Year 2010 - Year of the Tiger

SAFE, in partnership with San Francisco Police Department, will sponsor an annual city-wide awareness campaign to educate Asian merchants about extortion, burglary and robbery prevention. 3,500 crime prevention packets are distributed city-wide by our teams, volunteers and police officers from each district. In past years, Asian merchants have been targeted for extortion and other crimes during this time of celebration. Because of our vigorous on-going public educational outreach effort, we have found a significant reduction of crime and a willingness by the Asian merchants to report crime and suspicious activity.



As you may know, 2010 is the Year of the Tiger. This signals the 13th anniversary of our Lunar New Year campaign. We remain committed to working with Asian businesses to report incidents of extortion, fraud and burglary as well as to educate the Asian communities about MUNI and Pedestrian Safety which is becoming a major concern. We are excited to honor this milestone and our partnership with the SFPD in order to bring public

awareness to the unique nature of extortion crimes and promote helping victims.

The Chinatown conference and canvassing event will be held on Monday, February 8th at 1:30pm and a 2nd conference in Visitacion Valley will be held the following day February 9th also at 1:30pm. Please join us.

For more information or to volunteer please email David Chan.

[Email David](#)

Citywide Block Captains & Leaders Meeting!

Being a Neighborhood Watch Block Captain or Leader is not just about addressing safety concerns. It's also about looking at your neighborhood with a new perspective. Neighbors who know each other and participate in activities together are more likely to look out for each other... and more likely to observe and report suspicious activities. They are also more prepared for an emergency, and will probably be more resilient if a disaster occurs.

SAFE will host our next quarterly Neighborhood Watch Block Captains & Leaders meeting on February 25th at Dolores Park Church. This meeting will focus on Crime Prevention Through Environmental Design (CPTED). We will learn ways that you and your neighbors can apply these principles and modify elements of a property to sustain safety and improve quality of life. We will also hear from SFPD about new initiatives.

[SAFE Block Captain's Meeting Flyer](#)

Neighborhood Watch Success Story - Having the right "Hook"!

Many groups struggle to keep engagement after an initial safety concern is resolved. Here's a helpful approach from the creative neighbors on Del Vale and Encline.

The Problem:

With crime issues addressed, attendance dropped at Neighborhood Watch meetings in a Miraloma area Neighborhood Watch group.

The Solution:

Find non criminal agenda topics and speakers to attract interest of residents; and arrange a "hook" to attract interest and attendance.

Action and Result:

For over a year, the Del Vale - Encline Neighborhood Watch has seen its monthly meeting attendance increase by switching from crime based issues (already addressed) to other non-criminal agenda items, issues, resources and guest speakers.

Examples from the latest monthly meetings:

- 1.) Invited Supervisor Sean Elsbernd and Ms. Liz Lerma, Acting Supervisor, Bureau of Urban Forestry who offered suggestions for the improvement of the park area at Encline and Marietta. Other neighbors adjacent to the park were included in this meeting so they could participate in the discussion.
- 2.) We will be addressed by Supervisor Sean Elsbernd and Ms. Frances Taylor of the San Francisco Civil Grand Jury who will offer insight into serving on the Grand Jury and answer questions.

The "Hook":

The Neighborhood Watch Co-Captain reports combining the Supervisor, or his Staff Representative, with a specific resource provider creates an atmosphere for productive discussion and information sharing. The combination is a good "hook" to attract increasing numbers of active block residents to Neighborhood Watch meetings.

Several such combinations to attract attendance are key for continuing to engage and support an ongoing Neighborhood Watch.

For more information or to share a success story of your own check out the Block Captain's Forums on our website.

<http://www.sfsafe.org>

Child Safety Presentation Inspires!



SAFE provides free Child Safety Presentations at a multitude of schools and child care facilities throughout the city. Often we team up with officers from the District Stations to answer questions and provide helpful safety information.

For more information or to request a presentation contact Elly Mayen.

"I am happy that you visited our school. The 9-1-1 book is going to help me."
- Emily, Age 5

[Email Elly](#)

The Staff and Board of SAFE wishes you a happy Lunar New Year! Gung Hay Fat Choy!

Sincerely,
--The SAFE Team

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