

crime PREVENTION & **Safety** RESOURCE GUIDE

Make it Your Business



This guide is made possible thanks to a generous contribution from JBM Patrol & Protection



Make it Your Business: HOW SAFETY HELPS

Implement policies and tools to prevent workplace crime and increase your return on investment. You'll save money and increase revenues—less theft means lower overhead. A safer workplace may mean lower insurance premiums.

You'll also:

- Reduce liability
- Decrease repair and replacement costs through less vandalism
- Improve employee retention by minimizing the emotional cost of crime
- Attract more customers to orderly workplaces and neighborhoods
- Retain tenants
- Have peace of mind knowing your workplace and employees are protected



A big part of crime prevention is building networks—neighboring businesses, residents—that can watch each others' property and communicate about safety issues. You should also understand what resources are available so you can react quickly and know what to do if crime happens. This guide puts those resources at your fingertips.

“The Chamber’s Small Business Advisory Council discussed the importance of pooling safety resources so smaller organizations could easily identify and make security changes,” says Jennifer Alexander, President of the Greater Madison Chamber of Commerce. “This is one of the many values of local business connecting with local business for the greater good.”

When Crime Happens: KNOW WHO TO CALL AND WHAT TO DO

If you and your employees are prepared, you can better mitigate damages should a crime occur at your business.

If a crime is in progress or in any emergency, **DIAL 911**. Stay in a safe place and don't disturb the crime scene. Be observant—your duty is to observe and report—so be the best witness you can.

If a crime has already occurred, you should immediately report the crime to your local police department and your security firm if you use one. Be a good neighbor: Take the time to notify other area businesses as well so they're on alert—they may not realize a crime has occurred. Forewarned is forearmed. Contact your insurance company if you've suffered damage and your attorney if there are any injuries.

There are three ways to report a non-emergency crime in Madison:

1. File a report online using the [Citizen Self-Reporting System](#)
2. Call and file a report with the Madison Police Department Self-Reporting Unit at 608-245-3662. The unit is open Monday – Friday, 7 a.m. to 4 p.m., closed on holidays. If you are asked to leave a message, SRU staff will try to get back to you within one working week.
3. Pick up a paper self-report form from your [district station](#).



Prevention: DON'T BE AN EASY VICTIM

If you've prepared proactively, your business is less likely to have crime occur.

"I'm too busy. It's too expensive. It won't happen to me."

Have you ever heard yourself say those things when it comes to crime prevention?

Frank Chandler, crime prevention officer with the Madison Police Department, recommends that crime prevention be included in your business plan and operating policies. Often a business can reduce the likelihood of being targeted, or reduce their loss by implementing crime prevention measures.

But it can happen to you. And if it does, you'll wish you'd invested the time and money up front on prevention. There are things you can do to reduce the likelihood of crime.



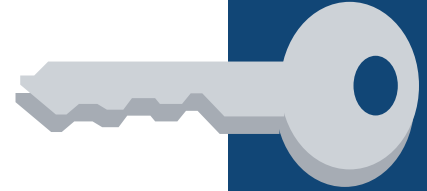
"With your reputation, profits and customer data at stake, make sure your small business is fully protected," advises Jim Mankowski, founder and president of JBM Patrol & Protection Corp. "Safety and security is the job of every employee, owner, or officer of each company."

Lock in Safety: HOW TO LOCK UP

Worker safety should be foremost on employers' minds, including after hours. The following simple suggestions will help make for a safer workplace.

- Make sure bushes or trees don't obstruct windows. A passing patrol-car driver should be able to see inside. Keep the window area lit from the inside after dark, even when your business is closed.
- Contain and dispose of trash properly so no one can use it to start a fire.
- Use exterior lighting bright enough that someone could recognize a face from as far as 50 feet away.
- Never leave ladders outside. Burglars can use them to climb to the roof or enter the building through a window.
- Use only solid or steel doors for exterior entries, and install deadbolts with at least a one-inch throw into the building frame. The hinges should be on the interior or be tamper-resistant, with a secondary pin that remains even if someone removes the first pin from a hinge.
- Install burglar alarms with motion detectors and place video cameras by points of entry. Time-lapse recorders document activities if there's a theft or burglary and can be helpful to law enforcement officials.

Vary the time of day employees make bank deposits, and don't use a container identifying the name of the financial institution. If possible, have two employees go together to make nighttime deposits. Encourage them to trust their instincts if they feel something isn't right about the surroundings. Or you may want to consider using an armed courier service to prevent employees from being exposed to danger.



It Can Hurt: MAKE SAFETY A PRIORITY

You should develop a safety policy, educate employees, and instill a culture of safety from the top down. There are plenty of resources available to help. And you can enlist experts' help in identifying and resolving potential safety issues. (See resource list on last page.)

Some experts may be able to audit your business and make recommendations at no charge—from tools to install, to prudent hiring and employment practices, to safety procedures. Some may even provide training for you and your employees. Check with the Madison Police Department crime prevention office or contact the Greater Madison Chamber of Commerce—some security experts may be members.



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Safety in Numbers: KNOW YOUR NEIGHBORS

You can also connect with other businesses and residences: City statistics show crime drops when people know each other and build trust.

- Introduce yourself to neighboring businesses and get to know your customers.
- Watch each others' businesses—if a crime happens at another nearby business it affects the perception of yours.
- Attend meetings of [neighborhood business associations](#) and your [neighborhood association](#).
- Join or form a Business Watch group and use listserves, social media and other channels to notify each other of recent crimes or suspicious activity. In several area communities' Business Watch groups, local chambers of commerce, police departments and businesses collaborate and share information about crime prevention and crimes that have occurred.
- Enroll in the [Wisconsin Crime Alert Network](#).

There are a myriad of potential threats to businesses, such as embezzlement, burglary, vandalism and more. For detailed information on preventing and reacting to individual threats, see:

- [U.S. Department of Justice COPS books on topics such as Burglary at Retail Establishments](#)
- [Business Security Basics](#)



Implement policies and tools to prevent workplace crime and increase your return on investment.

Crime Prevention Resources



Just click on the links below—or throughout this guide—to find comprehensive crime prevention resources.

- Attorneys
- Business security advice
- City of Madison Neighborhood Associations
- City of Madison Neighborhood Business Associations
- Crime Stoppers
- Disaster preparedness
- FBI Uniform Crime Report
- Federal Bureau of Investigation
- Fire department/EMS
- Greater Madison Chamber of Commerce
- Human resources firms
- Insurance companies
- CrimeReports.com - An interactive city map showing crimes by area and type
- Madison Police Department – newsletters, e-mail alerts, incident reports and more
- Madison Police Department Crime Prevention Office: free security audits and training
- Madison Police Department Twitter (@madisonpolice)
- National Crime Prevention Council
- Private security firms
- <http://dane911.com/>
- Security systems
- Greater Madison Chamber of Commerce Small Business Advisory Council
- U.S. Department of Justice
- Wisconsin Crime Alert Network

Acknowledgements:

This document was made possible thanks to the efforts of the Greater Madison Chamber of Commerce Small Business Advisory Council, City of Madison Mayor's Office and Police Department, JBM Patrol and Protection, and Judy Dahl, principal at JKD Communications, LLC.

