Business Watch

What is Business Watch?
Business Watch is a crime prevention program that enlists the active participation of business owners and employees, in cooperation with law enforcement, to reduce crime in their communities. The Business Watch program serves a two-fold purpose:

- To serve and protect businesses through communication between the business community and local law enforcement agencies.
- To educate and train the business community in measures to deter crime such as, shoplift prevention, robbery prevention, business operation ID, personal safety, and internal theft.

How to Join Placer County's Business Watch Program

- Contact neighboring businesses and generate an interest in the Business Watch program.
- Contact the Placer County Sheriff's Crime Prevention Unit to schedule a meeting.
- Create a directory of all the businesses that will be participating in the program. The type of information for this directory should include business name, address and telephone number. Also include the names of the managers, day and night shift supervisors, home telephone numbers, and any other information you consider relevant (hours of operation, etc).
- Distribute a copy of the directory to each participating business.
- Send a copy of the directory to the Placer County Sheriff's Office, Attention: Crime Prevention, PO Box 6990, Auburn, CA 95604.
- The participating businesses will be put on a mailing and telephone list. If there is any information on developing crime trends relating to the business community, Business Watch members will receive a Business Watch update from the local Chamber of Commerce.

Once your program is started, the following guidelines will help facilitate your Business Watch Program.

- Your participation is essential, though minimal. Please stay involved.
- Stress the importance of this program to your employees.
- Post your Business Watch directory in an accessible location.
- Be observant. If you see people engaging in illegal or suspicious activity, call the Sheriff's Office and other Business Watch members.
- Obtain report numbers from the Sheriff's Office if a crime report is taken (example: burglary, vandalism, etc) and keep these on file.
- Keep lines of communication open with other members of your Business Watch program. Be aware. Know what is happening in your community.
- Request a security survey of your business from the Sheriff's Crime Prevention Unit.
- If you are a victim of graffiti, Please remove it immediately. If you leave it on your business, it will serve as a magnet for other criminal activity.