



SANTA CRUZ POLICE DEPARTMENT

155 Center Street, Santa Cruz, CA 95060

MEDIA RELEASE



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Santa Cruz Police Offers Store Security Evaluations and Practical Tips for Preventing “Smash-and-Grab” Robberies

SANTA CRUZ, CA - Santa Cruz Police Department (SCPD) closely monitors the spree of regional smash-and-grab crimes. SCPD partners with other law enforcement agencies and increases police patrols in retail areas. “Smash-and-Grab” robbery is a national crime trend involving large, coordinated groups entering stores all at once and quickly. The criminals fill their arms or bags with merchandise and run out to escape, usually in waiting vehicles.

Santa Cruz Police encourages retailers to be prepared to deter “Smash-and-Grab” criminals looking for easy targets. Local store owners can contact the Santa Cruz Police Department to survey their current security measures and recommend safety tips specific to your store.

Email cjones@cityofsantacruz.com to set up an appointment.

Although no system is foolproof, SCPD shares the following tips to make your business less appealing to grab-and-go thieves. Preventive steps can keep your merchandise, and more importantly, your employees and customers safe.

1. Keep your front doors and windows clear of obstructions so that employees can see suspicious persons outside and passersby can see inside.
2. Have a visible employee presence on the sales floor at all times. Never leave an employee alone.
3. Greeting every customer who enters your business is a good start – that way, any criminal will know you’re attentive.
4. Place high-value merchandise away from entrances and spread out throughout the store instead of together in one area. Limit the number of products on display.
5. Use a video surveillance system that has both overt and concealed cameras. Post signs announcing that you have a surveillance system recording images 24 hours a day, with footage monitored and stored off-site. Evaluate placement of cameras for best vantage points most likely to capture quality picture/video images.
6. Consider burglary-resistant glass for your showcase sides, fronts, and tops.
7. **Most Important People Come First** | SCPD urges anyone in a store during an attack, whether customer or employee, to stand aside and not get involved to avoid becoming a casualty. Never engage an offender in a confrontation. Just be a good witness.

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