



ARVADA RESILIENCY TASKFORCE

Navigating Crime and Safety at Your Business



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Introduction: Why Safety Matters to Your Business

The safety and security of Arvada's businesses are critical to the community's overall well-being. Crime can significantly impact businesses, from financial losses to damage to their reputation and employee morale. In addition, crime can lead to a decline in the community's economic growth and quality of life. Communities need to focus on decreasing crime in and outside businesses, not only to protect their financial interests but also to ensure a safe and thriving community. By implementing the measures outlined in this toolkit to prevent and reduce crime and increase public safety, Arvada can create a safer and more prosperous environment for businesses to operate, attract new investments, and improve the quality of life for residents.

In 2023, crime became an increasing concern for Arvada area businesses. In the Arvada Resiliency Taskforce's Q2 Business Pulse Survey, Arvada businesses and nonprofits rated "Homelessness or Public Safety" as the #4 business challenge, with 25.7% of respondents selecting it as a top issue. The Taskforce announced the Crime & Safety Program to help tackle safety concerns for the business community. This toolkit is designed to provide clear guidance for businesses of all sizes to protect and secure their people and assets better.

This toolkit is broken into four proactive sections that will help your business determine opportunities to enhance how you navigate preventing crime, navigating homelessness, cyber security, and planning for emergencies. Each section will have a checklist to guide you through what you can do and additional resources if you choose to dig deeper.



CPTED Strategies: Proactively Preventing Crime Through Design

Crime Prevention Through Environmental Design (CPTED) is a strategy that aims to reduce crime by influencing the design and management of the physical environment. It focuses on creating spaces that discourage criminal activity and promote a sense of safety through principles such as natural surveillance, territoriality, and access control.

There are several benefits associated with CPTED that will ensure that businesses can thrive, including:

- **Improved security:** By implementing CPTED principles, businesses can deter criminal activity and reduce the likelihood of theft, vandalism, and other crimes. This is achieved through natural surveillance, access control, and target hardening.
- **Enhanced customer and employee safety:** CPTED measures create a safer environment for customers and employees, making them feel more secure while on the premises. This can lead to increased customer satisfaction and employee retention.
- **Reduced liability:** By taking proactive steps to prevent crime, businesses can potentially reduce their liability for negligence claims, both real and fraudulent.
- **Lower insurance costs:** Implementing CPTED measures can help reduce insurance rates by as much as 20 percent, helping to offset the initial investment over time.
- **Improved aesthetics and maintenance:** CPTED encourages good building maintenance and attractive design, which can enhance the overall appearance of the business and attract more customers.
- **Increased natural surveillance:** By designing spaces with clear sightlines and good visibility, businesses can make it easier for employees and customers to spot and report suspicious activity.
- **Better territorial reinforcement:** CPTED helps businesses clearly define their property boundaries, discouraging unauthorized access and creating a sense of ownership.
- **Community involvement:** CPTED often involves collaboration with local law enforcement and community members, fostering positive relationships and a shared commitment to safety.

“We endorse CPTED strategies, not just to minimize the risk of theft, vandalism, and other criminal activities, but for employee and customer safety. A safe and secure environment is crucial for the well-being of employees and customers and CPTED measures help all of those impacted.”



David Snelling,
Arvada Police Department
Public Information Officer

The strategies outlined below will ensure that businesses optimize their current space and can actively lower crime risk through CPTED.

NATURAL SURVEILLANCE



Natural surveillance involves designing spaces that maximize visibility and observation, making it easier for people to see and be seen. This concept enhances security by increasing the likelihood of potential criminal activity being noticed and deterred.

Tips To Increase Natural Surveillance:

- Encouraging pedestrian use of sidewalks and nearby public spaces
- Using see-through barriers such as low picket or wrought-iron fences, glass walls, and large windows
- Having blinds, curtains, and shutters at least partially open
- Decks, balconies, and front porches that encourage people to spend time outdoors
- Keeping valuable items, checkout counters, and cash registers in plain view and easily visible from outside
- Placing security cameras where customers, employees, and passers-by can easily see them

TERRITORIALITY

Territoriality is a principle that emphasizes the creation of clearly defined and well-maintained boundaries within a space to foster a sense of ownership and responsibility among its users. In doing so, territoriality contributes to crime prevention by promoting vigilance and discouraging potential offenders.

Examples of Territoriality

- Uniform facades on a commercial corridor
- Special neighborhood street signage
- Special banners or flags attached to businesses

Considerations When Assessing Territoriality

- Is my property being used as a shortcut?
- Does my property ever have an unkempt appearance?
- Are there seldom-used parts of my property where people loiter?



CPTED Strategies (continued)

ACCESS CONTROL

Access control involves regulating and managing entry to spaces to reduce opportunities for criminal activity. By carefully controlling points of access and designing environments to guide people through designated routes, this principle aims to enhance security and deter unauthorized individuals.

Examples of Access Control:

- Clearly defined parking spaces
- Main entrance is clearly marked and visible
- Areas not allowing access are gated or landscaped to deter entry



CPTED CONSULTATION

For businesses that are eager to improve how they utilize CPTED they can sign up for a consultation where several services and recommendations may be provided by a CPTED-certified Arvada Police Officer. The goal is to create a comprehensive and customized approach that not only addresses immediate security concerns but also promotes a long-term, sustainable crime prevention strategy for the business. Here are the criteria used for the consultation:

- **Site Assessment:** A thorough evaluation of the physical site to identify potential vulnerabilities and strengths in terms of crime prevention.
- **Security Recommendations:** Tailored suggestions for improving the security of the business premises, including measures such as improved lighting, surveillance systems, access control, and landscaping adjustments.
- **Crime Risk Analysis:** An analysis of the specific crime risks in the area and guidance on how to mitigate those risks through environmental design.
- **Employee Training:** Recommendations for training employees on security awareness and practices to enhance overall safety.
- **Collaborative Planning:** Engaging the business owner in the planning process to ensure that the recommended changes align with their business operations and goals.
- **Community Involvement:** Encouraging the business owner to collaborate with the local community and law enforcement to foster a collective approach to crime prevention.
- **Implementation Support:** Assistance in implementing the suggested changes and ongoing support to address any evolving security needs.

To schedule a CPTED Consultation, please get in touch with the Arvada Economic Development Association (AEDA) at bizinfo@arvada.org.

Navigating Homelessness: Your Role and Resources

Homelessness can present unique challenges for businesses, from concerns about safety and property damage to wanting to respond with compassion. This section guides business leaders on interacting with individuals experiencing homelessness, while protecting their operations. Also find context, community resources, and applicable action steps that businesses can take to navigate challenging situations.

Understanding Homelessness

Homelessness is a complex societal issue with many underlying causes like job loss, lack of affordable housing, mental illness, substance abuse, and more. Many individuals experiencing homelessness want to work but face significant barriers to employment. It's important to avoid stigmatizing or criminalizing homelessness itself.

Proactive Property Security

Businesses can take proactive steps to secure their property and discourage trespassing or encampments:

- Post "No Trespassing" signs clearly
- Secure trash enclosures and reduce concealment areas
- Install lighting in dark areas
- Consider fencing or landscaping to control access and ensure avoiding concealment spaces
- Implement security patrols or cameras if needed
- Sign up, or encourage your landlord to sign up for the Arvada Police Department's 4P Program to enforce trespassing violations at www.arvadaco.gov/police. Return your form via email to pbrunett@arvada.org.



Navigating Homelessness (continued)

Connecting to Resources

Rather than giving money directly, the most helpful approach is facilitating connections to local homelessness resources:

- Keep a list of local shelters, food banks, and service providers on hand
 - A list of resources can be found at arvadachamber.org/homelessness.
 - City of Arvada Homelessness Resources found at arvadaco.gov/470/Homelessness-in-Arvada
 - Jefferson County Resources found at jeffco.us/2674/Homelessness-Resources
- Allow them to safely and peacefully exit your property

Community Collaboration

Homelessness impacts entire communities, so a collaborative approach is most effective:

- Participate in local business associations or task forces addressing homelessness
- Support or advocate for affordable housing and homelessness initiatives. The Arvada Chamber of Commerce can help you determine the best place for you to engage.
- Consider hiring or training homeless individuals ready for employment

Businesses can navigate homelessness compassionately while protecting their operations by taking proactive security measures, communicating respectfully, connecting to resources, and collaborating communitywide.



Cybersecurity Essentials: Protecting Your Digital Assets

Cybercrime for a business refers to criminal activities that involve the unauthorized access, theft, manipulation, or destruction of digital information and assets owned or managed by a business entity. According to a 2023 Accenture Cybercrime study, 43% of cyber-attacks are aimed at small businesses and only 14% are prepared for such an attack. Over the next five years, we expect a 15% increase in cybercrime costs.

Preparing for cyber and data crime is paramount in today's digital landscape. Firstly, organizations should implement robust cybersecurity measures, including firewalls, antivirus software, and regular software updates, to safeguard against potential breaches. Regular security audits and vulnerability assessments help identify weak points in the system that cybercriminals could exploit. Employee training programs on cybersecurity awareness are crucial to mitigate human-related risks, such as phishing attacks. Developing and regularly updating an incident response plan ensures a swift and effective response during a cyber incident. Additionally, businesses should regularly back up critical data and store it securely, enabling them to recover quickly from data breaches or ransomware attacks.

Below is a cybersecurity checklist to help keep your business prepared.

- **Train employees in cybersecurity awareness:** Educate staff on identifying phishing emails, using strong passwords, and following security best practices. Employees are often the weakest link, so training is crucial.
- **Keep software and systems up to date:** Regularly update all software, operating systems, and applications to patch security vulnerabilities. Enable automatic updates when possible.
- **Use strong antivirus and anti-malware software:** Install reputable antivirus software on all devices and update it to detect and prevent malware infections.
- **Implement firewalls and network security:** Use firewalls to secure network connections and monitor incoming/outgoing traffic. Secure Wi-Fi networks with encryption.
- **Use multi-factor authentication (MFA):** Enable MFA wherever possible to add an extra layer of security beyond just passwords.
- **Back up data regularly:** Perform frequent backups of critical data and systems. Store backups securely offsite or in the cloud.
- **Encrypt sensitive data:** Use encryption for storing and transmitting sensitive information, especially on mobile devices.
- **Develop an incident response plan:** Have a plan to respond to and mitigate potential security breaches quickly.
- **Limit access to sensitive data:** Restrict access to sensitive information on a need-to-know basis. Use the principle of least privilege.
- **Use secure, reputable cloud services:** When using cloud services, choose providers with solid security measures. Enable available security features.

Emergency Planning: Preparing Your Business for the Unexpected

A comprehensive emergency preparedness plan is crucial for businesses to effectively respond to and recover from disasters or emergencies. Here are the key elements to include in your plan:

1. Risk Assessment: Conduct a thorough assessment to identify potential hazards and risks for your business and location. Consider natural disasters, technological failures, security threats, and health emergencies.

2. Emergency Response Procedures: Develop clear procedures for different emergency scenarios, including:

- Evacuation routes and assembly points
- Shelter-in-place protocols
- Communication plans (internal and external)
- Roles and responsibilities of key personnel

3. Business Continuity Planning: Create strategies to maintain essential business functions during and after an emergency:

- Data backup and recovery systems
- Alternative operating locations
- Supply chain contingencies
- Employee remote work capabilities

4. Emergency Resources and Equipment: Maintain an inventory of emergency supplies and equipment, such as fire extinguishers, emergency lighting, and communication devices.

5. Employee Training and Drills: Regularly train employees on emergency procedures and conduct practice drills to ensure readiness.

6. Communication Plan: Establish clear communication protocols for notifying employees, customers, suppliers, and relevant authorities during an emergency.



Emergency Planning (continued)

7. Medical Emergency Response: Preparing for medical emergencies of staff, customers, and the general public, is a critical component of any business emergency plan. Here are key steps to include:

- **CPR and AED Training:** Offer first aid, CPR, and AED training to employees. Aim to have at least 10% of your staff trained in these life-saving skills. Maintain a list of employees who are certified in first aid, CPR, and AED use.
- **AED Placement and Maintenance:** Install Automated External Defibrillators (AEDs) in easily accessible locations throughout the workplace. Regularly check and maintain AEDs to ensure they are in working order. Clearly mark the locations of AEDs and include them in your evacuation route maps.
- **Medical Emergency Action Plan:** Develop a specific plan for responding to medical emergencies, including sudden cardiac arrest. Designate roles for employees during a medical emergency, such as who will call 911, who will perform CPR, and who will retrieve the AED. Create a step-by-step procedure for responding to different types of medical emergencies.
- **Emergency Medical Supplies:** Maintain well-stocked first aid kits in easily accessible locations. Consider additional emergency medical supplies based on your workplace's specific needs and risks.
- **Coordination with Local Emergency Services:** Establish relationships with local emergency medical services (EMS) and share your emergency response plan with them. Ensure that your address and specific location details are easily communicable to 911 dispatchers.
- **Identify Local Resources:**
 - Sign up for Lookout Alert to get City and County weather, public safety, and other emergency notifications to your phone: arvadaco.gov/680/Emergency-Notifications
 - Additional emergency toolkits, resources, and ways to get engaged can be found at arvadaco.gov/682/Emergency-Preparedness
 - Arvada Fire offers free business safety visits. During these visits, a risk reduction specialist or fire marshal can evaluate your fire evacuation plan and teach you more about risks that can be mitigated within your business. To schedule a visit or view other fire safety resources, visit arvadafireco.gov/212/Business-Safety.

8. Regular Review and Updates: Review and update your emergency plan at least annually or after any significant changes to your business operations.

By implementing these measures, businesses can significantly improve their readiness to respond to medical emergencies, potentially saving lives in critical situations. Remember to regularly review and update your medical emergency procedures as part of your overall planning process. If you would like copies of templates for the above plans, please contact the Arvada Chamber.

Closing

By following the guidelines and utilizing the resources provided in this toolkit, businesses can create a safer, more secure environment that not only protects their interests, but also contributes to the overall well-being of the community and helps us all achieve our vision of Arvada being the safest community in Colorado. It is important to remember, safety is an ongoing process that requires continuous evaluation, adaptation, and commitment. Stay proactive, stay informed, and prioritize the security of your business and all those who depend on it. The Arvada Resiliency Taskforce will provide annual updates to this toolkit and supporting documentation to help you as you navigate through what is best for your business.

About the Arvada Resiliency Taskforce

The Arvada Resiliency Taskforce is a cross-section of local partners assembled to support the latest challenges impacting all Arvada businesses and non-profits. The Taskforce includes the Arvada Chamber of Commerce, Arvada Economic Development Association, Arvada Visitors Center, the City of Arvada, Olde Town Business Improvement District, Arvada Police Department, Arvada Fire, The Arvada Center, and Apex Park and Recreation District.

Visit arvadachamber.org/ART to find the latest resources.





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