

Safety Tips - Attention Laurel Merchants:



Spring is coming and as the weather gets warmer we will see more foot traffic and motorists in the Laurel. Please use this checklist as a guide to help us maintain a culture of safety and deter possible incidents:

- Always be aware of your surroundings and make eye contact with customers as they enter and exit your establishment
- Use motion detectors or bells that make a sound when your doors open and close
- Install video cameras that are visible to customers
- Remove excessive posters and flyers from your storefront so you have better visibility, and the people on the street (neighbors, friends, security, police) can see inside
- Install alarm systems for after hours protection
- Be extra cautious when opening and closing your business
- Travel in groups whenever possible, especially after dark
- Never leave laptops or cell phones unattended. Mount them to your desk whenever possible
- Do not leave large amounts of cash in the register or tip jars; attach tip jar to counter
- Be discrete when moving money or doing bank drops. Do not have predictable schedules or use recognizable money bags—make it look like you are moving supplies or running errands
- Make sure your car is locked, your windows are closed, and don't leave valuables in your car
- Keep a First Aid kit, flashlight, and fire extinguisher in your business and make sure all of your employees know where items are located
- Avoid unnecessary arguments with customers; de-escalate whenever possible
- Post visible safety reminders in your business
- Talk to your neighboring businesses and Laurel Security personnel about any safety concerns
- Use Urgent Alerts to share and receive important safety and security information
- Have regular safety and security meetings with your employees. Train them on the above.

Laurel Security is on the street for your safety - 5 days a week.

Call or text: 510-575-2314

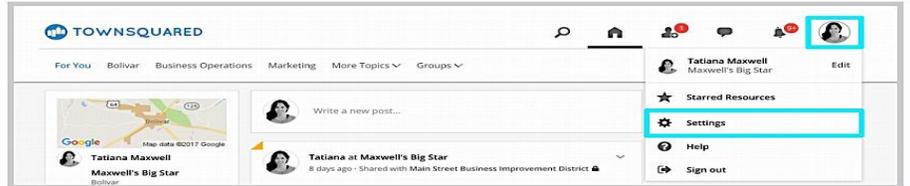
Email: LDAMerchantWatch@gmail.com

How to Use Urgent Alert

Part 1: Set up your mobile to receive Urgent Alert text messages

Step 1:

To receive Urgent Alerts on your mobile as text messages, activate them in your TownSquared Settings. On your desktop, click on your profile in the top right hand corner and go to Settings.

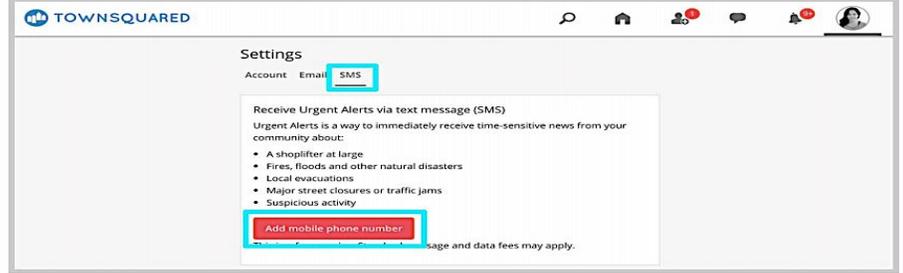


Step 2:

In Settings, choose "SMS" and follow the steps to add your mobile phone number.

You will get a verification text message telling you mobile alerts have been activated.

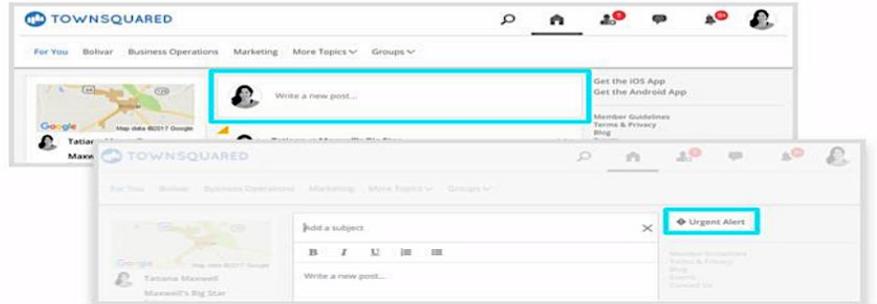
All Urgent Alerts for your neighborhood will be sent to you via both text and email.



Part 2: Send an Urgent Alert

Create a new post.

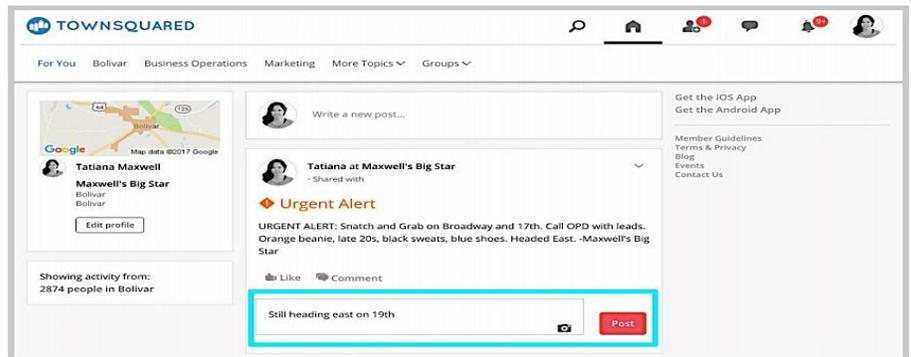
Before you begin writing the post, click the "Urgent Alert" button.



Part 3: Reply to an Urgent Alert

You cannot reply to an Urgent Alert via text.

Go to your feed and reply to the original Urgent Alert post.



When you identify your post as an Urgent Alert, the post box will say "Urgent Alert" in orange.

Compose your Urgent Alert in the post box. Click "Review" to proofread your Alert (required), and then "Send."

