

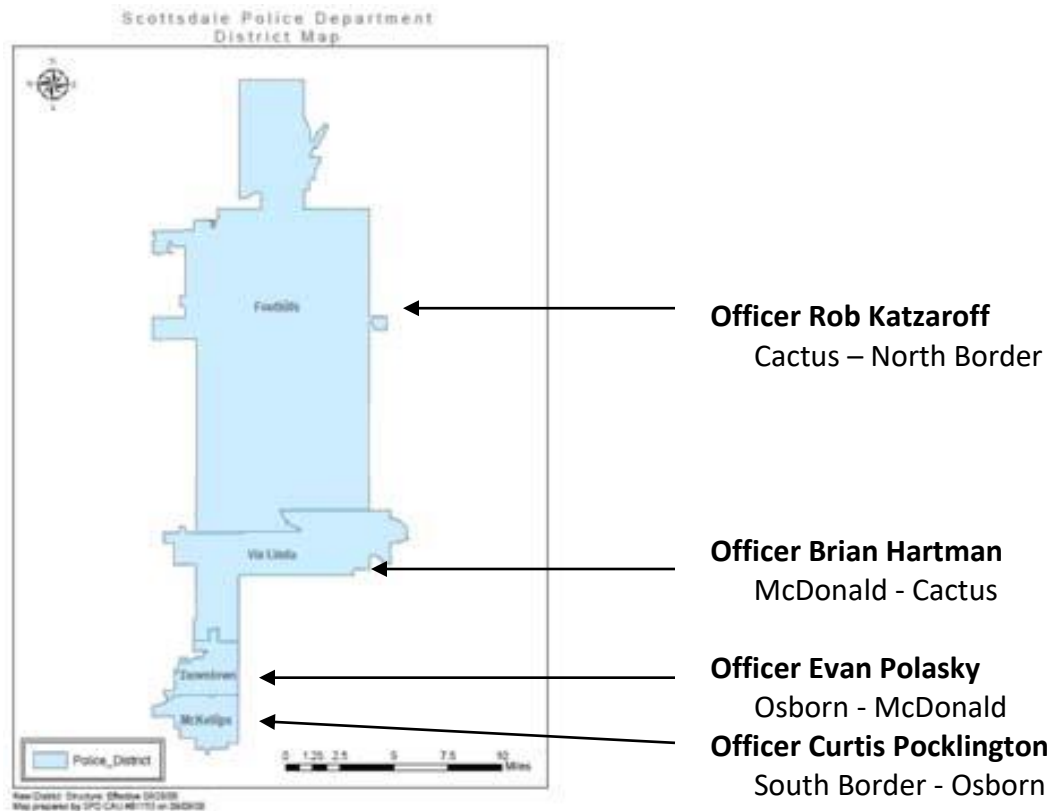


**City of Scottsdale**  
Neighborhood Watch Program  
7506 E. Indian School Rd.  
Scottsdale, AZ 85251

Hello,

Thank you for your interest in the Neighborhood Watch Program. The following is our “Getting Started” packet to help you start your own Neighborhood Watch group.

I am the Coordinator of the Neighborhood Watch Program. In addition, a Crime Prevention Officer is assigned to each police district. Please see the map below to determine which patrol district you live in and which Crime Prevention Officer is assigned to your area.



Please feel free to give me a call to answer any questions you may have about the Neighborhood Watch Program and to set up your first meeting. I look forward to meeting you and all your neighbors!

Sincerely,

**Ross Heyl, Neighborhood Watch Coordinator, 480-312-2832**

# What is a Neighborhood Watch?

Neighborhood Watch is:

1. Citizens and police working in partnership to reduce crimes and improve the quality of life in neighborhoods.
2. A cohesive body of concerned citizens addressing issues that concern the entire community.
3. Neighbors getting to know each other, taking the time to care about each other and working together in a program of mutual assistance.

Whether it is a high crime area or not, a comprehensive Neighborhood Watch Program in your neighborhood, will have many rewards to you, your family and your neighbors.

Neighborhood Watch programs are known to instill a greater sense of security, well-being and reduce the fear of crime in your community, as well as create a greater “sense of community” by putting the “neighbor” back into neighborhood.

The residents that live in an area will know the needs of that area better than anyone else. By communicating with each other and working together as a team, your community can make a difference.



## What are the Requirements to becoming, and staying, an official Neighborhood Watch Group?

1. Contact the Neighborhood Watch (NW) Coordinator at 480-312-2834 to set up and host your first meeting. The Coordinator or another designated City representative must be at your initial meeting.
2. Submit the “NW Captain Information Sheet” to the NW Coordinator.
3. Hold a minimum of 1 meeting, separate from an HOA annual meeting, per year after that. City of Scottsdale representatives do not need to be present at these subsequent meetings. These meetings can be social in nature (parties, book clubs, etc...) or informative (guest speaker, CPR session, etc...), but need to include/invite all households within your boundaries.
4. Sign-in sheets must be provided to the Coordinator after **EACH MEETING** via one of the following:
  - Mail: 7506 E. Indian School Road, Scottsdale, AZ 85251
  - E-mail: [rheyl@scottsdaleaz.gov](mailto:rheyl@scottsdaleaz.gov)
  - Fax: 480-312-2888 (Attn: Ross Heyl)Please retain the original for your records.
5. To obtain an official NW sign, submit a “NW Sign Request” Form with \$45 per sign after your second meeting has been held. Failure to meet minimum yearly meeting requirements may result in the removal of any sign.

# Steps to Starting a Neighborhood Watch

**Step One: Define your neighborhood geographically.** Start small – 30 to 35 homes - so you and your neighbors can get to know everyone. The group can be comprised of any geographical unit (a block, an apartment complex, a park, a business area, a public housing complex, an office, etc.) and any community resident can join.

**Step Two: Talk to your neighbors.** Do they know that a Neighborhood Watch program is fun? What are their issues? What nights are they available for a meeting? Let them know that Watch groups are not vigilantes. They are extra eyes and ears for reporting crime and helping neighbors. NW helps build pride and serves as a springboard for efforts that address community concerns such as recreation for youth, child care, and affordable housing. Ask them if they would be interested in becoming a Co-Captain.

**Step Three: Plan your first meeting.** The first meeting should be a weeknight at someone's home or front yard. While recreation centers, local parks, schools or churches make great meeting venues, it is nice to have a meeting in your neighborhood where you can be in close proximity to all of your own homes. Do not plan to have other speakers or activities as it is more akin to a business meeting mixed with a little social interaction. A sample flyer has been attached for your convenience.

**Call the Neighborhood Watch Coordinator** (480-312-2834) to schedule a date for that first meeting. Tell the Coordinator about any issues or concerns that may be brought up at the meeting. The Coordinator will also assist in providing information in home security, reporting skills and for information on local crime patterns.

**Step Four: Prepare for your first meeting.** Select Co-Captains who are responsible for organizing meetings and relaying information to members. This may be done ahead of time when you are out talking with your neighbors or at your first meeting. Co-Captains can assist with the marketing and advertising of the meetings, organizing food, and preparing meeting logistics (name tags, copy of sign-in sheet, pens). Focus on the “3 F’s” which are Food, Fun and Free things.

**Advertise the meeting to your neighbors.** Invite ALL your neighbors in your geographical area. Talk to everyone whenever you get the opportunity. Deliver flyers to each home. Involve the children of your community by asking them to help by delivering the flyers.

**Call to confirm** with your Neighborhood Watch Coordinator representative 48 hours prior to the meeting.

**Step Five: Host the meeting.** Set up a welcome table before the meeting begins with the sign-in sheet, name tags, and any applicable material provided by the City of Scottsdale.

**Begin the meeting** by introducing the Neighborhood Watch Coordinator who will then present on Neighborhood Watch. The presentation will last approximately 45-60 minutes and will include time for Q&A. Members will learn about making their homes more secure, watching out for each other and the neighborhood, and reporting activities that raise their suspicions to the police. Oftentimes a member of the Police Department will also be on hand.

**Thank everyone** who attended and acknowledge those who helped or neighborhood businesses that donated items. Invite the neighbors to stay and socialize, choose Co-Captain(s) and schedule a follow-up meeting with your group (a City of Scottsdale representative does not have to attend the second and subsequent meetings).

**Step Six:** **After the meeting** send a list of residents who attended the meeting to the NW Coordinator along with the Captain's Information sheet on the Captain and any Co-Captains. A sample sign-in sheet has been included.

**Keep up-to-date** on new residents and make special efforts to involve the elderly, working parents, and young people. A sample phone tree has been included in your packet.

**NW signs can be installed.** Work with your NW Coordinator to put up NW signs after approximately 50 percent of household enrollment. Signs cost \$45 each for installation. A sign program description has also been included in this packet.

**Plan "get-togethers"** throughout the year in order to maintain neighborhood relationships. After your first year as an active Neighborhood Watch group, you must meet on an annual basis to continue your status as "active" and to keep your NW sign. All we need is a sign-in sheet mailed, emailed, or faxed to the NW Coordinator. Please keep in mind that NW get-togethers, whether formal in meeting style or informal in social settings, should be separate from an annual or quarterly HOA meeting as you want the neighbors to come together socially and not because they are paying dues to attend.

**Getting Arizona Involved in Neighborhoods (GAIN)** is a great event to consider for the annual get-together and is held during the month of October. As a Captain, you will receive information on this yearly event as well as be invited to attend the kick-off event held at the end of summer. Annual block parties are a fun activity for the neighborhood once the group has been formed.

**Step Seven: Stay Involved** by attending the annual Captain's event in the September. These gatherings are your time to network with other captains and gather resources to keep your community informed.

**Neighborhood Watch updates** will be mailed out several times throughout the year. These updates provide safety tips, information on special events and learning opportunities, and provide general information that is good for your community. The expectation is that you will forward these Update on to your participating residents via email, HOA, newsletters, flyers, door-to-door, etc...

## **City of Scottsdale Departments/ Programs to Help Your Neighborhood Watch Group**

1. Scottsdale Police Department (Non-Emergency): 312-5000
2. Scottsdale PD Crime Prevention Information (District 1 – South of Osborn): 312-8212  
Scottsdale PD Crime Prevention Information (District 2 – Osborn to McDonald): 312-5875  
Scottsdale PD Crime Prevention Information (District 3 – McDonald to Cactus): 312-8146  
Scottsdale PD Crime Prevention Information (District 4 – North of Cactus): 312-8802
3. Scottsdale Fire Department (Public Education): 312-FIRE (3473)  
Scottsdale Fire Department (Non-Emergency): 312-8911
4. Scottsdale Police Citizens' Academy: 312-1922
5. Scottsdale's PD Victim's Assistance: 312-4226
6. Crime Free Multi-Housing Program & Personal Safety Classes:  
Refer to above Crime Prevention Contact Info
7. Graffiti Hotline: 312-7032
8. Code Enforcement: 312-2546
9. Scottsdale Public Libraries: 312-READ (7323)
10. Scottsdale Traffic Engineering: 312-7696
11. Speed Awareness Program: 312- CARS (2277)
12. The Mayor's Office - Honorable W.J. "Jim" Lane: 312-2433
13. Scottsdale Mediation Program: 312-TALK (8255)
14. Parks and Recreation Facility booking: 312-7707
15. Youth and Family Services: 312-7922
16. General City Information Line: 312-3111

# **Neighborhood Watch**

## **Creative Ways to Increase Attendance**

- Go door to door introducing yourself and your passion for setting up the Neighborhood Watch program and write down names and telephone numbers for a follow up phone call before the scheduled meeting.
- Be sure to always call the “potential attendees” a few days prior to the meeting to ensure their participation.
- Food is the #1 attraction for people to attend.
- Send out and/or post flyers in addition to word of mouth.
- Contact local TV/Radio stations to use your meeting or block party for a live remote for weather.
- Have raffles and door prizes; solicit donations from stores in your neighborhood.
- Have a local celebrity (the Mayor, council person, sports person and etc.) make an appearance at your NW meeting.
- Get subject specialists from the Police Department or some other city/county/state subject specialist.
- Discuss topics of interest with the neighbors at your meetings.
- Ask neighbors what has happened to them in the past year. Go to the library or check on-line at [www.scottsdalepd.com](http://www.scottsdalepd.com) to get crime stats for your neighborhood.
- Use an agenda for each meeting and limit to 1 hour or 1 and 1/2 hours.
- Involve co-captains by letting them run some of the meetings.
- Rotate your Captains so no one burns out.
- Develop and use a newsletter to communicate.

# Hello Neighbor, GOT A MINUTE?

I know you care about our neighborhood as much as I do so I am inviting you to a meeting to talk about forming a Neighborhood Watch Program.

It is to be held at: (address)  
(specific location, ie: driveway, backyard, cul de sac)

on: (day, date)

at: (time)

A representative from the City of Scottsdale will be there to talk about forming a Neighborhood Watch program. We will discuss inexpensive ways to improve home security and how to combine our efforts to make our neighborhood a safer place in which to live.

Please plan to attend. If you have any questions call me for more details about this meeting.

Thank you.  
(name, phone, e-mail address)

## **How do we obtain a Neighborhood Watch Sign?**

Once you complete your first Neighborhood Watch meeting or activity, complete the Neighborhood Watch Sign Request Form. Return this form along with a check made payable to the City of Scottsdale as indicated on the form. Your sign will be installed in 4 to 6 weeks. We suggest that a community collection is taken during your second meeting. This collection will also instill a sense of ownership within the community and in the program.

Installation of the signs will be arranged by the Neighborhood Watch Coordinator and Scottsdale's Traffic Engineering Department and placed in a location appropriate for signage and with your community's approval.

Here are the guidelines established by the Traffic Engineering program regarding the sign placement:

- 1) Signs will be typically posted on the back of an existing stop sign. If no stop sign is present or there is a visibility issue, the sign will be installed on its own pole adjacent to a property.
- 2) If the sign is posted adjacent to a property it will typically be located on the property line. Prior to the submittal of the Neighborhood Watch Sign Request form, the neighborhood watch captain needs to make sure that the owner of the property is aware of the sign placement and agrees to the installation of the sign in order to avoid potential complaints and moving it after its installation.
- 3) The signs will be placed at each entrance of the residential area coming from a major road; signs will not be installed throughout the neighborhood.
- 4) Signs will NOT be installed on PRIVATE STREETS or gated neighborhoods. The city will install signs on public streets only.

The Neighborhood Watch Coordinator should be called at (480) 312-2835 to request any sign maintenance. No fees to maintain your neighborhood signage will be assessed by the City of Scottsdale for this service.

## **How do I renew our signage privileges?**

Signage MUST be renewed for your Neighborhood Watch Community on an annual basis. This renewal process can be done easily by having at least one meeting or event per calendar year. Please fax your sign-in sheets to Neighborhood Watch Coordinator/Jamie Petermann at (480) 312-2888 or e-mail them to [jpetermann@scottsdaleaz.gov](mailto:jpetermann@scottsdaleaz.gov) for verification of the meeting and those attending. After meeting these requirements, your signage will automatically be renewed.

**\*NEIGHBORHOOD WATCH GROUPS THAT DO NOT HOLD AN ANNUAL EVENT ARE SUBJECT TO SIGNAGE REMOVAL BY THE CITY OF SCOTTSDALE.**



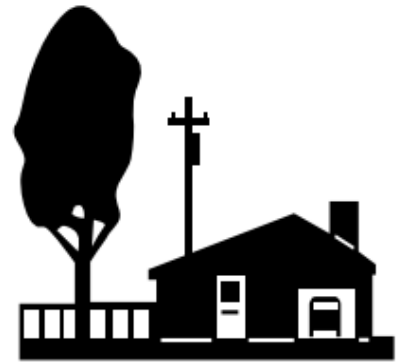
## **How much work is involved in a Neighborhood Watch?**

That depends on your neighborhood. Some neighborhoods have significant areas of concern that need to be addressed. Other neighborhoods might want to simply maintain their area and do not need to devote a great deal of time to a program. Your limitations are those that you set for yourself.

## **What are the responsibilities of the Neighborhood Watch Captain?**

The role of the Neighborhood Watch Captain is to serve as the coordinator and liaison for the Neighborhood Watch Group. It is up to the Neighborhood Watch Captain to coordinate and delegate the responsibilities of their Neighborhood Watch group. This includes the following:

1. Maintain an updated list of all member names, addresses, e-mail addresses, and phone numbers.
2. Set-up a communication network for your area. This might include creating a telephone tree or email or text chain, and neighborhood map.
3. Distribute information to your neighborhood, which is sent to you by the Neighborhood Watch Coordinator for the City of Scottsdale.
4. Provide sign-in sheets for attendees to sign at your Block Watch function. These sign-in sheets will be mailed or emailed as proof of attendance at your event. You should also maintain copies for your records. Required sign-in sheets are provided in this manual.
5. Set-up a working committee of Co-Captains to assist with your neighborhood activities.
6. Greet new neighbors that move into the neighborhood. Have a welcome packet available to hand them with information on the Block Watch. Encourage them to get involved and be included in the neighborhood mailing list.
7. Should you decide to discontinue serving as the Neighborhood Block Watch Captain, contact **MUST** be made to Neighborhood Watch Coordinator. It would be beneficial to the neighborhood if an alternate representative is established so that you maintain neighborhood Watch status.



**CITY OF SCOTTSDALE**  
**NEIGHBORHOOD WATCH SIGN REQUEST**

Please return the completed form and a check made payable to the City of Scottsdale for installation (\$45.00 per sign -- please do not send cash) to:

Ross Heyl  
 City of Scottsdale, Citizen Service Office  
 7506 E. Indian School Road  
 Scottsdale, AZ 85251



Neighborhood Watch Captain: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Total number of signs requested: \_\_\_\_\_ Date: \_\_\_\_\_

Please list the CROSS STREETS for **EACH** sign that you are requesting:

Sign	Cross Street		Cross Street
1.	_____	&	_____
	_____		_____
2.	_____	&	_____
	_____		_____
3.	_____	&	_____
	_____		_____
4.	_____	&	_____
	_____		_____
5.	_____	&	_____
	_____		_____

OFFICE USE ONLY
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**FOR OFFICE USE ONLY**

DATE RECEIVED BY COS: \_\_\_\_\_ DATE SENT TO TR. ENG: \_\_\_\_\_

DATE INSTALLED: \_\_\_\_\_



# Communication Tree

## Neighborhood Watch Calling Guide

Scottsdale Police FIRST, 9-1-1 (life-threatening) or 480-312-5000 (non-emergency), then call the Neighborhood Watch Captain. Let them know that you have already called the police.

Remember:

- If you call the next person on the tree and you get no answer or an answering machine, keep the tree going by calling the next level!
- When you get to the bottom of the tree, this last person must call the Captain. This allows for a check in the accuracy of the message and that the cycle was completed.

