



City of Milpitas

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Milpitas is Working to Keep Families Safe this Holiday Shopping Season

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This holiday season, shoppers in Milpitas can expect to see increased law enforcement presence in and around retail stores to provide a secure and safe shopping experience for residents and visitors. Recognizing the increased foot traffic and shopping activity during this time combined with the recent surge in shoplifting and organized retail and car theft, the City has undertaken proactive steps to prioritize community safety.

Milpitas Mayor Carmen Montano shared, "Our City is home to Great Mall, the largest enclosed retail outlet shopping in Northern California, an array of local shops, discount stores, commercial establishments, and entertainment and dining options, making it a destination for locals and tourists alike. We want everyone to shop with confidence knowing that the City has implemented comprehensive safety protocols to ensure that their visit is as safe as it is enjoyable. More importantly, we all need to play an active role in ensuring our own safety and the safety of those around us."

With the collaboration of law enforcement agencies, retail partners, and community members, the City is implementing steps to safeguard shoppers during the busiest time of the year. The Milpitas Police Department has put measures in place to create a secure environment such as:

- **Enhanced Police Presence.** Increasing patrols in shopping areas with high foot traffic to deter criminal activities;
- **Safety Awareness Outreach.** Providing tips and advice on avoiding scams, and security while shopping via City-owned social media channels, newsletters, and media partners; and
- **Partnerships with Local Businesses.** Conducting workshops and training to educate retail staff on conflict resolution, identifying suspicious behavior, and emergency response protocols.

"Effective crime fighting involves prevention, deterrence, and enforcement. Our officers do a great job every day and what we know is that our work is most effective when it is in partnership with our community. We're fortunate to have citizens and a business community that is committed to reducing

crime with us,” said Milpitas Police Chief Jared Hernandez.

Residents are encouraged to remain vigilant, report any suspicious activity, and practice personal safety precautions while shopping. For more information on safety tips and updates regarding the City's holiday shopping safety initiatives, please visit <https://www.milpitas.gov/455/Safety-Tips>.

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About the City of Milpitas

Located at the southern end of San Francisco Bay, Milpitas is a progressive community that is an integral part of Silicon Valley. A full-service city with water utility, sewer utility, police and fire services, Milpitas is a flourishing community with a very diverse and inclusive resident population of over 80,000. Often referred to as the Crossroads of Silicon Valley, the City is situated between major thoroughfares in the Bay Area and considered a highly desirable location for world-class technology companies seeking to build a central base of operations. With the addition of the new Milpitas Transit Center offering BART, light rail, and bus service, and multiple new mixed-use development projects, along with a host of new City Plans and Programs in support of an inspiring and sustainable future, the City is at the forefront of building the next generation economy. For more information, visit: www.milpitas.gov