

Safe Place Program for Businesses

Your business plays a key role for our communities within the City of San Diego to become a safe place for all. Hate crimes within the City of San Diego are not tolerated and the San Diego Police Department strives to document, investigate and enforce various hate crime laws. For more information, visit:

sandiego.gov/police/safeplace

How can I get a Safe Place Sticker for my business?

Currently there are two versions of the Safe Place stickers. To obtain a sticker, please contact;

- Officer Lisa Hartman at lhartman@pd.sandiego.gov
- API Liaison, Sergeant Lem Sainsanoy at lsainsanoy@pd.sandiego.gov

What do I do when I receive the sticker?

Place the sticker in a location where all persons can easily see the sticker and can scan the QR code. While we understand that not all businesses are alike, the best placement for your sticker would be at every entrance a customer would use.

There are two types of stickers, one is a window cling for mounting inside the business for outside visibility, and the other is for placement on the outside of a window, wall or door.



How can I help victims of hate crimes at my business?

As a Safe Place, you can do many things to ensure the safety and security of someone who was a victim of a hate crime.

The first thing you should ask is if the suspect is close by. If the suspect is close by, you may need to close and lock your business and call 911.

Then, ask the victim if he/she/they are injured. If the victim is injured and requires medical attention, please call 911.

If the suspect is not nearby, or the crime is not in progress, and the victim does not need immediate medical attention, try to keep the victim calm and encourage them to report the hate crime. Refer the victim to the QR code and call the non-emergency dispatch phone line at 619-531-2000.

Be ready to answer a series of questions for the dispatcher. Please ask the victim all the questions the dispatcher asks the victim or encourage the victim to speak to the dispatcher themselves. The information collected is vital for responding officers.

If you can, gather a preferred name and phone number for the victim. If the victim leaves prior to police arrival, please call back on the non-emergency phone line, giving the dispatcher the victim's preferred name and contact information so SDPD can follow up.