



“Duty, Honor, Community”

William Westenberger
Chief of Police

Barbara Tolbert
Deputy Chief of Police

Media Release

Date: **March 4, 2014**

Public Information Officer: Officer Scott Luther

Cell Phone 404-392-0148
Office Phone 770-919-0651

Hide it, Lock it or Lose it

The Kennesaw police department is kicking off a new campaign for the city called “Hide It, Lock It, or Lose It”.

Over the next several months, we will be using this campaign in partnership with our community to reduce our overall crime. Expect to see different forms of communication throughout the city including handouts at city parks, neighborhoods and the use of the cities DOT message boards.

The message is simple:

- Lock It: Lock your vehicle every time you leave it unattended and take your valuables with you.
- Hide It: Hide your valuables in your trunk, under the seats, in the glove box, or other compartments within the vehicle. Ideally, take your property with you.
- Keep It: Personal responsibility is the best prevention to safeguard personal property and to prevent becoming a victim.



2539 J. O. Stephenson Avenue, Kennesaw, Georgia 30144
Phone 770-422-2505 * Fax 770-429-4537





“Duty, Honor, Community”

William Westenberger
Chief of Police

Barbara Tolbert
Deputy Chief of Police

Here are some statistics from 2013,

- 77% of all crime reported in Kennesaw were property crimes
- 30% of those crimes involved thefts from vehicles
- 80% of those were unlocked
- 960 police hours to report and investigate
- \$24,000 approximate cost to the community
- \$350 average property loss
- Thefts closely linked to identity theft
- Thefts included guns, cash, computers, and other electronics
- 5 – the number of seconds it takes to hide valuables
- 2 – the number of seconds to lock a vehicle

Chief Westenberger stated, “We are blessed to have one of the safest communities in the country. That does not give us any room for complacency as we can always find ways to make improvements. There are many crimes in our community that are difficult to combat; then there are some where public notice followed by action can make huge impacts.”

Chief Westenberger continued by saying “Recently, we have seen a huge success in the city of Dana Point, California through an award winning program: “Hide It, Lock It, or Lose It”. This program uses some of the grass roots problem solving techniques we already focus on through our TRACK (COMPSTAT) program model. From Dana Point’s success, we have asked them to allow us to use their program (name and literature) here in Kennesaw. We are excited to say that they have agreed.”

We wish to thank you, the community, for joining in to make the City of Kennesaw a safer place to live, work, and play. And don’t forget to Hide it, Lock it.... So you don’t Lose it!



2539 J. O. Stephenson Avenue, Kennesaw, Georgia 30144
Phone 770-422-2505 * Fax 770-429-4537

