



CRIME PREVENTION COMMITTEE (CPC)

THURSDAY, SEPTEMBER 26, 2024 AT 6:00 p.m.

CKF Boardroom (2nd floor)
Langley City Hall, 20399 Douglas Crescent

A G E N D A

The land on which we gather is the traditional unceded territory of the Katzie, Kwantlen, Matsqui and Semiahmoo First Nations.

1) **AGENDA**

Adoption of the September 26, 2024 agenda.

2) **MINUTES**

- a) Adoption of the minutes of the Crime Prevention Committee meeting held July 25, 2024.

3) **UPDATES and INFORMATION**

- a) 529 Garage – Council Approval of CPC Motion for funding
Chair Albrecht
- b) Community Grant Awarded to Crime Prevention Committee - Know Your Neighbour Initiative - Clarification of Intended Use
Chair Albrecht
- c) Langley City Connects Open Houses (formerly Neighbourhood Meetings)
Dave Selvage, Manager of Community Safety

Volunteers are invited to manage a Crime Prevention Committee promotion table.

- An opportunity for members of the City's Select Committees to connect with the community and provide educational materials and share information related to the committee's purpose and initiatives.
- Advise the public about the opportunity to serve the committee in 2025.

Dates:

Thurs, Oct.17 – Nicomekl Elementary

Tues, Oct.22 – Simonds Elementary

Wed, Oct.23 – Cascades Ballroom

Deadline for response: October 1

- d) Request for Bike Valet at 2025 Family Day & Earth Day events

4) RCMP

- a) Crime Map Analysis
S/Sgt Bal Sidhu
- Property Crime Map
 - Persons Offenses Map
- b) Report back general data differentiating whether property/persons crimes are more often committed by people known to each other as opposed to random victims.
- c) Updated Block Watch statistics (number of BW participants compared to last year)

5) SUBCOMMITTEE BREAK OUT SESSION

- a) Opportunity for subcommittees to have a 30-minute meeting.

For Information:

Social Media Presence

- Response from the Communications Department – Social Media Questionnaire
- Template – Request Form

- b) Sub-Committee Updates as needed / appropriate:

- i. Increase Social Media Presence
Stefan Jones, Fraser Holland, Jayde Marno, Nathan Balasubramanian
- ii. Business Watch
Tanya Gabara, Heather Giuriato, Ken Edwards, Suzan Gorgis
- iii. Know Your Neighbour Campaign
Lew Murphy, Mary Kydd, Jeff Jacobs, Don Osborne
- iv. Bike Security
Don Osborne
- v. Block Watch – currently inactive
TBD
- vi. Cyber Awareness (education initiative) – currently inactive
TBD

- vii. Crime Prevention Mural - currently inactive
TBD

6) **FOR INFORMATION**

- a) 2024 CPC Work Plan

7) **ROUND TABLE**

8) **ADJOURNMENT**

2024 MEETING DATES

*October 24, November 28, December – no meeting.

* indicates the meeting is rescheduled from its usual date

Please notify Paula Kusack at pkusack@langleycity.ca if you are unable to attend the meeting.



MINUTES OF THE CRIME PREVENTION COMMITTEE

HELD IN THE CKF BOARDROOM
LANGLEY CITY HALL
20399 Douglas Crescent

THURSDAY, MAY 30, 2024
AT 6:04 P.M.

Present: Councillor Delaney Mack, Co-Chair
Suzan Gorgis, Social Services Representative
Jeff Jacobs, Member at Large
Don Osborne, Member at Large
Heather Giuriato, Downtown Langley Business Association
Jayde Marno, Youth Representative
Tanya Gabara, Chamber of Commerce
Fraser Holland, Social Services Representative
Mary Kydd, Member at Large

Staff: Paula Kusack, Deputy Corporate Officer
Dave Selvage, Manager of Community Safety
Sgt R. Wick, RCMP

Regrets: Councillor Paul Albrecht, Chair
Lew Murphy, Member at Large
Ken Edwards, Member at Large
Stefan Jones, Indigenous Peoples Representative
Nathan Balasubramanian, Member at Large

The Co-Chair began by acknowledging that the land on which we gather is the traditional unceded territory of the Katzie, Kwantlen, Matsqui and Semiahmoo First Nations.

1) **AGENDA**

It was MOVED and SECONDED

THAT the July 25, 2024 agenda be adopted as amended.

CARRIED

2) **MINUTES**

It was MOVED and SECONDED

THAT the May 30, 2024 minutes of the Crime Prevention Committee meeting be adopted as amended.

CARRIED

3) **PRESENTATION**

- a) 529 Garage
Rob Brunt, Chief Outreach Officer
Vancouver Police Department

Mr. Brunt shared his background and explained his interest in deterring bike theft. He advised that during his time at the Vancouver Police Department bicycle theft in Vancouver was second only to New York City per capita. In 2015, the financial and community impacts of that level of theft inspired him to champion the creation of a registration and tracking system for bikes to deter theft. He did extensive research to source programs in the country that had an electronic system for tracking and registering bikes and no such program existed. He partnered with a technology expert, and they created software to track bicycles electronically and launch Garage 529 in October of 2015.

Results were immediate and he reviewed the recovery statistics from 2015 to the present, noting that in the first year, bike theft was reduced by 30% in Vancouver. It has steadily decreased over 10 years, down 70% to date. When it became clear that the police had a system to identify bikes, thieves stopped taking the bikes with the 529 shield.

Mr. Brunt summarized how the program and mobile app work noting the following:

- Users register their bike on the app, only needing to provide an email address, no other personal information is required.
- Provide information to identify your bike
- Registration of the bike stays with the bike for the life of the bike. If you sell the bike, you can transfer the registration information to the new owner.
- The program is powerful because it engages the public.
- If a bike is stolen, you can alert anyone on the app within 15 kms of the location it was stolen – you have immediate eyes on the street.
 - The public are responsible for one-third of bike recoveries.
- When a bike is recovered by police, they can return it to its owner if it is registered in the 529 system.
- The cycling community is very involved in recovering and spotting stolen bikes.
- The provincial government funds the program. There is no cost barrier to register with the program, users can use it for free.
- Bike theft leads police to bigger crimes and higher-level criminals.
- The program has extended beyond Canadian borders and has a global uptake now.
- Program statistics are available online for each community through the 529 website.

There was general discussion about how to register, where and how to get a shield sticker, program funding, and how best to promote and encourage the program in Langley City.

IT WAS MOVED and SECONDED

THAT Council provide \$1625 in funding to the Crime Prevention Committee to purchase 500, 529 Bike Shield stickers to promote bike security in the community over the next 12 months.

BEFORE THE QUESTION WAS CALLED it was noted that as a way to promote and encourage the program the City could purchase the 529 shield stickers and residents could join the program for free. Promotion and registration in the program can be encouraged at community events and neighbourhood meetings.

CARRIED

It was noted that Mr. Brunt will send his presentation to staff and he provided consent to share it publicly. He further noted that he can provide RCMP members with program training by request.

4) STANDING ITEMS

- a) RCMP Crime Map Analysis – March 2024
- o Property Crime Map

Sgt. Wick noted that between May and June there was a decrease in property crime. He attributed some of the improvement to grant funding that allowed two extra foot and bike patrol shifts which focused on property crime hot spots. He advised that Langley RCMP has received a second cycle of funding and will be utilizing that shortly.

Sgt. Wick advised members about the Repeat Violent Offender program noting it focuses on monitoring repeat violent offenders.

ACTION: Sgt. Wick will provide updated Block Watch statistics and report out at the September meeting.

It was noted there will be a new Block Watch coordinator in the fall.

There was general discussion about crime trends and the seasonal impact on statistics (summer/fall etc).

ACTION: The Co-Chair requested some general data from the RCMP about differentiating whether crimes are more often committed by people known to each other as opposed to random victims.

5) SUBCOMMITTEE BREAK OUT SESSION

- a) Opportunity for subcommittees to have a 30-minute meeting.

The subcommittees determined the session was not required at this meeting.

b) Sub-Committee Updates when needed / appropriate:

- i. Business Watch
Tanya Gabara, Heather Giuriato, Ken Edwards, Suzan Gorgis

Ms. Gabara advised that work is continuing on the business questionnaire and targeting October to distribute to the DLBA members.

- ii. Know Your Neighbour Campaign
Lew Murphy, Mary Kydd, Jeff Jacobs, Don Osborne

Mr. Jacobs advised that the group is working on a pilot project with 54A Avenue residents. They are aiming for a fall event.

The Co-Chair advised that Council awarded the Know Your Neighbour subcommittee \$500 in grant funding for the event. She further noted that City staff are working on a policy to standardize consideration of grant applications to fund neighbourhood barbeques.

- iii. Increase Social Media Presence
Stefan Jones, Jayde Marno

Ms. Marno advised that the subcommittee created a questionnaire to determine what social media resources are available to them from the City. She will forward it to the Deputy Corporate Officer to send to the Communication staff for consideration.

- iv. Bike Security
Don Osborne

- v. Block Watch – currently inactive
TBD

- vi. Cyber Awareness (education initiative) – currently inactive
TBD

- vii. Crime Prevention Mural
TBD

6) FOR INFORMATION

- a) 2024 CPC Work Plan

7) **ROUND TABLE**

The Co-Chair advised that she and the Chair attended a Crime Severity Index (CSI) conference in February. She was appointed to a steering committee to look at how data is collected and processed. At the end of the process it was determined that the information is not statistically accurate and Statistics Canada has acknowledged this and will no longer be ranking communities based on that data. They are awaiting the latest release of data to see what the report looks like now.

It was MOVED AND SECONDED

THAT the meeting adjourn at 7:15pm.

CARRIED

CHAIR

Certified Correct:
pk

DEPUTY CORPORATE OFFICER

Paula Kusack

Subject: FW: Bike Valet at Events in 2025

Subject: Participation of Bike Valet at Events in 2025

I am inquiring if the committee is interested in having a Bike Valet participate in the Family Day (February 17, 2025 at Timms Community Centre and the Earth Day Festival (Date TBD – waiting for Environmental Sustainability committee to select a date, usually at end of April) events. If so, I need to have promotional materials for both of these events created by the end of October. If the Bike Valet is going to be present at these events I would like to include this detail in the event promotions right from the start.

I would need confirmation of the Bike Valet being present at the two events listed above by mid-October at the latest.

Thanks,

TERA EDELL
RECREATION SUPERVISOR

Timms Community Centre, 20399 Douglas Crescent, Langley, BC V3A 4B3
P 604.514.2902 F 604.530.8596 E tedell@langleycity.ca



Our Mission: Building a vibrant, safe and inclusive community together with current and future generations.

The City of Langley respectfully acknowledges that the land on which we gather is on the traditional unceded territory of the q̓ic̓áy̓ (Katzie), q̓w̓ a:n̓ à n̓ (Kwantlen), Mathxwí (Matsqui), and SEMYOME (Semiahmoo) First Nations.

Are we able to use pre-established social media?

Crime Prevention Committee (CPC) posts can be delivered on our social media channels. However, it is important to note that it will need to be coordinated amongst other posts so there is a variety of posts from the city.

What platforms are available?

The city has accounts on Instagram, Twitter, and Facebook, and also uses Stories on both Instagram and Facebook. The committee can use these platforms to share messages. It is important to vary the content topics on these pages to keep the audience engaged and maintain a balanced presence. Information should also be posted on the Langley City website with comprehensive details, whether it is a news article (media release) or an event, so readers can find all the information in one place and verify the information seen online.

Who approves posts?

The Communications Officer is responsible for managing the city's social media channels and collaborating with the Chief Administrative Officer to ensure that decisions align with the city and council's vision. Before a post is created and published, the Chief Administrative Officer reviews and approves the overall topic and information source, and then the Communications Officer handles the post's creation and final posting. Depending on the post's topic and content, the Chief Administrative Officer may request to review the content before publication.

What is the turnaround time to create a post?

The turnaround time for requests depends on the Communications Department's current workload and the complexity of the design materials requested. For typical requests with supplied content and moderate design requirements, we need a minimum of 7 business days' notice. For more complex designs, written copy, and campaign material(s), 10-14 business days should be provided.

When could we start?

This can begin at any time once the council approves the time being spent on CPC initiatives.

How often can we make a post?

To ensure a good variety of posts, please request no more than 1 post from the Crime Prevention Committee per week unless there is a specialized week, such as Community Safety and Crime Prevention Week, in which case up to 3-5 posts spread out over the week is recommended.

It is recommended to avoid posting duplicate images and captions in quick succession to prevent the display of stale information and to keep viewers engaged.

How much content do we need to provide? Can the city create a post from a basic outline?

A basic form can be completed to facilitate and streamline the process. Please note that the attached form is typically used for our media releases, which are often supported by social media posts. The Communications Department may request additional information if necessary.

Can we create a banner or brand?

Currently, we cannot accommodate requests for brands and banners due to our current focus on staffing priorities and limited resources. Other Committees may also seek brands and banners, but our Communications Department does not have the necessary resources. The overall branding will be aligned with the City of Langley branding.

Can we share information or posts from other agencies? i.e. LangleyRCMP

The City usually does not share information from agencies other than our current partners, such as the Fraser Valley Regional Library (which resides inside our public facility), Metro Vancouver (paid opted partner group), and ICBC. If you need to share information from other organizations, it must be approved by the Chief Administrative Officer.

Questions:

- What type of posts is the CPC envisioning?
- What is the intent behind the posts? Is it to inform, consult, empower, collaborate, or engage?
- How will posts and their topics be chosen and prioritized?
- As the CPC does not have a budget for social media advertising do you foresee this being requested to help boost certain posts and facilitate the spread of information online?



Announcement Request Form Document #: *** Today's Date: Month Day YR

***Note: please save the completed form under new document number

Requestor: Name, TITLE

Suggested Release Date: MM/DD/YR

Please fill in the following sections below and attach Council and Administrative Reports, presentations, and/or other pertinent background material.

Email completed forms to the Communications Officer at jlbanh@langleycity.ca. A draft will be sent to you for review **within 10 working days**. Once approved by the requestor, the Communications Officer will send it to the Chief Administrative Officer (CAO) and/or the Deputy CAO to review, and who must approve the announcement before its released.

***Please note: one-word answers, phrases without completed sentences or sections will not be considered complete.

ANNOUNCEMENT TOPIC: What is the topic in one sentence?

CAPTIVATING HEADLINE SUGGESTIONS: What would make your headline irresistible, get the media and the public in general to take notice?

WHO: Who's involved in the news story? Who will this affect/impact? Please provide first and last names, titles/departments (where necessary), complete legal company names, and contact information if the communications officer requires further information/clarification.

WHAT: What's happening? What's it about? Please describe what it is? It could be a new program/initiative, an event, an open house, a public input opportunity, a new partnership, awards, executive promotions/hiring, service update, new product, a community announcement of some type, etc.

WHEN: When did this happen? When is it going to happen?

WHERE: Where did it take place? (include address if applicable) and/or where will it have an effect?

WHY: Why is this information relevant to media outlets or readers?

HOW: How will it have an effect? Note: "How" does not always apply.

VALUABLE BACKGROUND INFORMATION: Please provide all relevant information and vital details to generate a story or spread the word. Any Newsjacking information (Simply put, newsjacking is the process of injecting your organization into a current news story to make it more relevant and eye-catching.)?

* **DESIGNATED SPOKESPERSON (Name, TITLE):** Usually a subject-matter expert or spokesperson.

* **QUOTES (Name, TITLE):** Including quotes is an excellent way to boost the press release's credibility and personality to a reader. However, always ensure that quotes are relevant in the context of the article.

ATTACHMENTS: What pertinent background material needs to be attached? (Add an "X" to indicate which attachment.)

<input type="checkbox"/>	Report to Council	<input type="checkbox"/>	Closed Report to Council	<input type="checkbox"/>	Working Session Report to Council
<input type="checkbox"/>	Report to CAO	<input type="checkbox"/>	Committee Report	<input type="checkbox"/>	Inter-Office Memorandum
<input type="checkbox"/>	Bylaw	<input type="checkbox"/>	Policy	<input type="checkbox"/>	Project/ Program Material
<input type="checkbox"/>	Campaign Material	<input type="checkbox"/>	Other (if so, what:)	<input type="checkbox"/>	

WHERE TO RELEASE INFORMATION: Where should this information be released?

Please Note: It is mandatory that all information is posted on the City's website so reader can verify.

<input type="checkbox"/>	Media Release: Sent to Press Contact List and Email Subscribers (no cost)
<input type="checkbox"/>	Monthly Newsletter (Email Subscribers only)
<input type="checkbox"/>	Social Media Pages (no cost)
<input type="checkbox"/>	Social Media Ads (costs to be determined)
<input type="checkbox"/>	Print Media: Newspaper Ads (costs to be determined)
<input type="checkbox"/>	Request for Video (to be determined)

*Information required for media release only

2024 Work Plan

Crime Prevention Committee

Mandate

The mandate of the Committee includes:

- Continuing to advance media messaging around crime prevention and community defense model programs in collaboration with the City's Communication Officer
- Continuing with the "Know Your Neighbour" campaign concept
- Recommend crime prevention programs that facilitate crime reduction
- In partnership with the Community Police Office, promoting and educating residents about existing RCMP programs such as Block Watch, crime prevention such as CPTED, and community defense model programs such as neighbourhood gatherings.
- In partnership with the Community Police Office, Downtown Langley Business Association and Chamber of Commerce, promoting and educating business owners about existing RCMP programs, crime prevention, and community defense model programs.

Requesting presentations from the RCMP and local non-government agencies to educate members about on Crime Prevention and Community Defense Model programs, strategies, and issues.

- Aligning with the strategic plan in creating new protective and supportive services through exploring opportunities for the Community Liaison Officer, Block Watch and other activities that help everyone feel safe and supported.

Objectives

Identifies objectives that align with the Crime Prevention mandate and terms of reference. Please note, after Council approves this work plan, any updates/adjustments to the work plan are to be submitted to Council for approval.

Objective 1: Increase Social Media Presence

This objective aims to target promotion of crime prevention programs / initiatives, specifically reaching youth and at-risk residents. It aligns with the mandate related to continuing to advance media messaging around crime prevention and community defense model programs.

Objective 2: Business Watch

This objective aims to raise crime prevention awareness and action in the business community. It aligns with the mandate to utilize partnerships with the Community Police Office, Downtown Langley Business Association and Chamber of Commerce to promote and educate business owners about existing RCMP programs, crime prevention, and community defense model programs.

Objective 3: Crime Prevention Mural

This objective aims to promote / educate the public about crime prevention visually using an artistic medium. This initiative was approved by Council in 2023 and is underway and ongoing. It aligns with the mandate relating to advancing media messaging around crime prevention.

Objective 4: Block Watch

This objective aims to promote and expand participation in the established RCMP program. The program lost participation when it was shut down due to covid. It has since been reestablished and is gaining momentum. It aligns with the mandate related to partnerships with the Community Police Office to promote and educate residents about existing RCMP programs and crime prevention.

Objective 5: Cyber Awareness

This objective aims to continue to educate residents on the ever-changing threats of cybercrime. It aligns with the mandate related to exploring opportunities and activities that help everyone feel safe and supported. This initiative was approved by Council in 2023 and is underway and ongoing.

Objective 6: Know Your Neighbour Campaign and related activities

This objective aims to continue to educate residents on the importance of community connectedness and the benefits of a collaborative 'neighbourly' approach to maintaining safe neighbourhoods. The mandate speaks directly to continuing the "Know Your Neighbour" campaign concept. This initiative was approved by Council in 2023 and is underway and ongoing.

Objective 7: Bike Security

This objective aims to continue to educate, promote and advocate for effective public bike racks and safe parking/storage places for bicycles around town. With an increased sense of safe and reliable bicycle parking, residents are more likely to increase their usage of this alternate mode of transportation. This objective relates to the recommendations of crime prevention programs that facilitate crime reduction.

Action Plan

Action Items	Timeline	Responsibility	Expected Outcomes	Resources
Identify specific action items integral to the stated objective	Identify estimated timeline and/or end date for action items.	Identify working groups, subcommittees, and/or committee member(s) responsible for completing each action item, as appropriate.	Outline expected achievements and deliverables from each action item. Ideally, these are measurable indicators of success.	Identify any resources (e.g. staff liaison, other City staff, City funds) that will be needed in order to complete the action items.
1. Increase Social Media Presence				
A. Formation of social media presence (branding)	ongoing	Subcommittees TBD	Connect with youth, at-risk residents, and others of varied backgrounds / demographics	Communication staff to format on existing City templates and schedule posts on social media channels
B. Consider how to layer social media into every crime prevention action/objective	Q2		Include social media posts promoting all the crime prevention work	Communication staff – schedule posts on social media
C. Reach people / communicate / educate – utilize survey software, polls	Q2		To get better data and feedback to drive initiatives and activities more effectively	
2. Business Watch				
A. Create information piece to advise DLBA / Chamber about initiative	Q2	Subcommittee	More engagement and participation of the business community in crime prevention	DLBA / Chamber participation
B. Collaborate with DLBA / Chamber to inform business community of new initiative	Q2	Subcommittees TBD	More engagement and participation of the business community in crime prevention	
C. Block Walk Event – in person visits from business to business sharing information	Q3	DLBA / Chamber	More engagement and participation of the business community in crime prevention	
3. Crime Prevention Mural				
A. If approved by council – proceed to art design (messaging)	Ongoing - TBD	Subcommittees TBD	Share crime prevention awareness visually	Staff resources as directed by council
B. If approved by council – refer to ARCH committee				ARCH Committee consideration and input
C. Integrate into the DLBA mural program			Inclusion in Mural Walk	DLBA resources to include new mural

Action Items	Timeline	Responsibility	Expected Outcomes	Resources
Identify specific action items integral to the stated objective	Identify estimated timeline and/or end date for action items.	Identify working groups, subcommittees, and/or committee member(s) responsible for completing each action item, as appropriate.	Outline expected achievements and deliverables from each action item. Ideally, these are measurable indicators of success.	Identify any resources (e.g. staff liaison, other City staff, City funds) that will be needed in order to complete the action items.
4. Block Watch				
A. Support and promote program at community events & through social media	Q2	Subcommittees TBD	Grow the Block Watch program participation.	RCMP – resource material / attendance at events
5. Cyber Awareness				
A. Educate the public and raise awareness of cyber crime	Q2	Subcommittees TBD	More resident / community awareness. Prevention of online victimization	
6. Know Your Neighbour Campaign (KYN)				
A. Gather and create materials / information and continue to support KYN concept – share with public at events	Q2	Subcommittees TBD	Continue to grow awareness of the benefits of community connectedness into all initiatives and thereby reduce crime	
7. Bike Security				
A. Bike Valet Project at Earth Day and/or Community Day Event(s)	Q2	Subcommittees TBD	Education / Awareness of bike security	City event / engineering staff for fencing at valet event; Budget for promotion

Notes:

The advisory body may undertake multiple initiatives; however, if staff resources are required, the advisory body shall undertake only one initiative at a time.

The advisory body does not have the authority to give direction to staff or to commit to expenditure of funds.

Action recommended by the advisory body must be done by resolution to City Council and with their approval prior to implementation.