

**IMPLEMENTATION GUIDE:
BURNABY BUSINESS PROPERTY CRIME REDUCTION INITIATIVE**

Task	Main Participants	Required Resources	Timeline	Action(s) Reflected
1. Publicize the Business Property Crime Reduction Initiative through <i>InfoBurnaby</i> , the local print media, special presentations, the City's website, and written correspondence with business owners / operators distributed through regular mailouts of the Board of Trade, business and/or community associations, and service clubs.	<ul style="list-style-type: none"> • City • RCMP 	Staff time	<p>Autumn 2008 edition of <i>InfoBurnaby</i></p> <p>Summer – Autumn 2008 mail-out to business owners / operators</p> <p>Autumn 2008 edition of “The Beat”</p> <p>Autumn 2008 : media articles, City website, and presentations</p>	N/A
2. Set benchmarks for later assessment of the initiative by gathering pertinent current information.	<ul style="list-style-type: none"> • City • RCMP • Business and/or Community Associations • Business Owners/Operators 	Staff and volunteer time	Summer – Autumn 2008	N/A
3. Prepare information, in such a format that it can be used in	<ul style="list-style-type: none"> • City • RCMP • Community Policing Volunteers 	Staff and volunteer time	Summer – Autumn 2008	<u>Action #1</u> – Provide information on CPTED principles.

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<p>brochures, media articles and newsletters, presentations and seminars, and on websites, on:</p> <ol style="list-style-type: none"> a. CPTED principles and how to apply them. b. how to obtain a CPTED review/audit. c. the importance of sharing crime and crime prevention information with other businesses. d. the importance of reporting crime to the police. e. the procedure for reporting a crime, and police priorities for types of calls. 	<ul style="list-style-type: none"> • Business and/or Community Associations • Business Owners and Operators 			<p><u>Action #2</u> – Encourage information-sharing among businesses.</p> <p><u>Action #3</u> – Develop “Report Crime” campaign.</p> <p><u>Action #4</u> – Facilitate information-sharing between RCMP and business owners / operators.</p>

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<p>f. where to get more information on any of the above topics.</p>				
<p>4. Post information noted in Task #3 in relevant sections of the City website.</p>	<ul style="list-style-type: none"> • City 	<p>Staff time</p>	<p>Autumn 2008 – Winter 2009</p>	<p><u>Action #1</u> – Provide information on CPTED principles.</p> <p><u>Action #2</u> – Encourage information-sharing among businesses.</p> <p><u>Action #3</u> – Develop “Report Crime” campaign.</p> <p><u>Action #4</u> – Facilitate information-sharing between RCMP and business owners / operators.</p>

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5. Produce a brochure with information noted in Task #3 and distribute through Business Licence renewal process; through Board of Trade, business association, and service club mailouts; and through other means.	<ul style="list-style-type: none"> • City 	Staff time \$300: estimate to print 6,150 copies of brochure, including those in Chinese and Korean. \$480: estimate to translate brochure into Chinese and Korean.	Winter 2008/2009	<p><u>Action #1</u> – Provide information on CPTED principles.</p> <p><u>Action #2</u> – Encourage information-sharing among businesses.</p> <p><u>Action #3</u> – Develop “Report Crime” campaign.</p> <p><u>Action #4</u> – Facilitate information-sharing between RCMP and business owners / operators.</p>
6. Make presentations on reporting crimes and police response, and on CPTED principles at meetings of business groups, business and/or community associations, and relevant service clubs.	<ul style="list-style-type: none"> • RCMP • Community Policing Volunteers • Business Owners/Operators • Business and/or Community Associations 	Staff and volunteer time.	Autumn 2008 – Winter 2009	<p><u>Action #1</u>: Provide information on CPTED principles.</p> <p><u>Action #4</u>: Facilitate information-sharing between RCMP and business owners / operators</p>

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<p>7. Create articles and newspaper ads on reporting crime and on CPTED principles; publish in “The Beat” and as stand-alone articles/ ads.</p>	<ul style="list-style-type: none"> • City 	<p>Staff time</p> <p>\$2,320: estimate to purchase 6, ¼ page monthly ads – 3 in <i>Burnaby Now</i> and 3 in <i>Burnaby NewsLeader</i>.</p>	<p>“Beat” ads: Autumn 2008</p> <p>Other ads: monthly; alternate months for each local newspaper in Winter 2009.</p>	<p><u>Action #1:</u> Provide information on CPTED principles.</p> <p><u>Action #3:</u> Develop “Report Crime” campaign.</p>
<p>8. Establish a time-limited <i>Business Watch Working Group</i> and assist it with task of determining the feasibility of a more formal program.</p>	<ul style="list-style-type: none"> • City • RCMP • Community Policing Volunteers • Business and/or Community Associations • Service Clubs • Business Owners / Operators 	<p>Short-term: Staff and volunteer time</p> <p>Long-term: To be determined, pending conclusions reached about future of program.</p> <p>Funding for program subject to Council approval as part of the subsequent report.</p>	<p>Autumn 2008- Winter 2009</p>	<p><u>Action #2:</u> Encourage information-sharing among businesses.</p>

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9. Establish an ad hoc <i>Survey Working Group</i> , and develop, conduct, and analyze the results of a client satisfaction / victimization survey. Distribution through HMA, NRBIA, KINA, ETCBCA, and Board of Trade mail-outs and/or Canada Post.	<ul style="list-style-type: none"> • RCMP • City • Community Policing Volunteers • Business and/or Community Associations • SFU/ICURS or BCIT 	Estimate to be determined (to include design, printing, distribution (including return postage), and analysis. Funding subject to Council approval as part of subsequent report.	Winter 2009	<u>Action #5:</u> Undertake survey of business owners/operators.
10. Choose a pilot project area, establish an ad hoc <i>Pilot Area Working Group</i> , conduct CPTED audit, draw conclusions on necessary improvements, develop cost estimates, determine feasibility, and identify possible funding sources.	<ul style="list-style-type: none"> • RCMP • City • Business and/or Community Associations • Stakeholder businesses in “pilot” area • Community Policing Volunteers 	Staff and volunteer time	Autumn 2008 – Spring 2009.	<u>Action #6:</u> Launch physical infrastructure improvement pilot project.

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11. Determine financial feasibility of recommended improvements in pilot area and, as appropriate, seek Council approval for funds for public infrastructure improvements.	<ul style="list-style-type: none"> • City 	Staff time Estimate and feasibility to be determined. Funding subject to Council approval as part of subsequent report.	2009	<u>Action #3</u> : Launch physical infrastructure improvement pilot project.
<p>Total Financial Resources Required (estimate): \$3,100 exclusive of infrastructure improvements, revival of <i>Business Watch Program</i>, and survey design, distribution, and analysis.</p> <p>NOTE: Tasks # 1, 2, 3, 4, 5, 6, 7, 10 and the initiation of Task #8 can be accommodated through existing staff resources and the Committees and Boards budget.</p>				