

## 2022 CRIME PREVENTION COMMITTEE WORK PLAN

### Know Your Neighbour – Pop-up Event

- Need to set time-of-year for campaign (June).
- In a park or community event. Location should be based on crime stats.
- Campaign needs to have measurable results: number of signups to Block Watch/City Newsletter, change in crime reporting, change in type of crime.
- Setup would require Langley City staff/equipment support.
- Gather and create all materials/swag bags to support KYN.

### Volunteer Outreach

- Find volunteers from various locations such as previous campaigns, members of council, community organizations, other in-person events, schools, and our pamphlets distribution network.

### Innovative Crime Prevention Program for Business

- Empower businesses to reduce crime through crime prevention program created in partnership with RCMP.
- Consider ways to support crime prevention related to business
- Program will target area of on-going concerns for Langley City business and have measurable outcomes.

### Social Media Program

- Focus on platforms such as Instagram and TikTok. Youth-focused. Needs to create content that is tailored to those platforms.
- Increase community engagement of crime prevention using Facebook.
- Work with City staff to expand crime prevention information on City's website.

### Continue "Crime Prevention Tips" Flyer Campaign

- Target: general community – Content: current/topical tips derived from RCMP crime stats/trends
- Target Business Community – Content: crime prevention/reduction tips specific to business/commercial community

### Mail Theft Reduction Program

- Work with strata management companies and rental property owners to reduce mail theft. Could include a City-funded incentive pilot program.

### Crime Statistic Analysis – Identify trends/problem areas

- Analyse RCMP crime statistic map to target and advance the group's crime prevention initiatives / actions.
- Consider current trends in Metro Vancouver crime & how that could impact Langley City (prevention)