



City of
Kelowna

DOWNTOWN PLAN

Sense of Safety



PURPOSE

- ▶ Council direction
- ▶ How best to measure “sense of safety”



BACKGROUND

- ▶ Downtown Plan (2012) view of safety

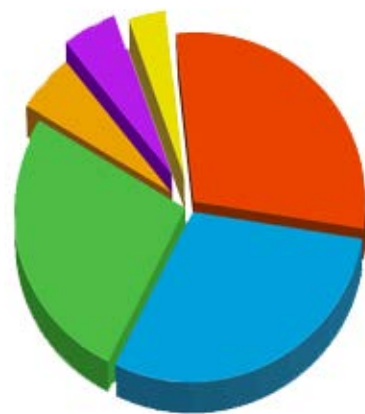


BACKGROUND

- ▶ What we currently measure:
 - ▶ Crimes against persons
 - ▶ Crimes against property
 - ▶ Drug and alcohol-related offenses
 - ▶ Pedestrian and cyclist injuries
- ▶ Nothing about “perception” of safety

DISCUSSION

- ▶ Challenges with measuring perception



Quantitative

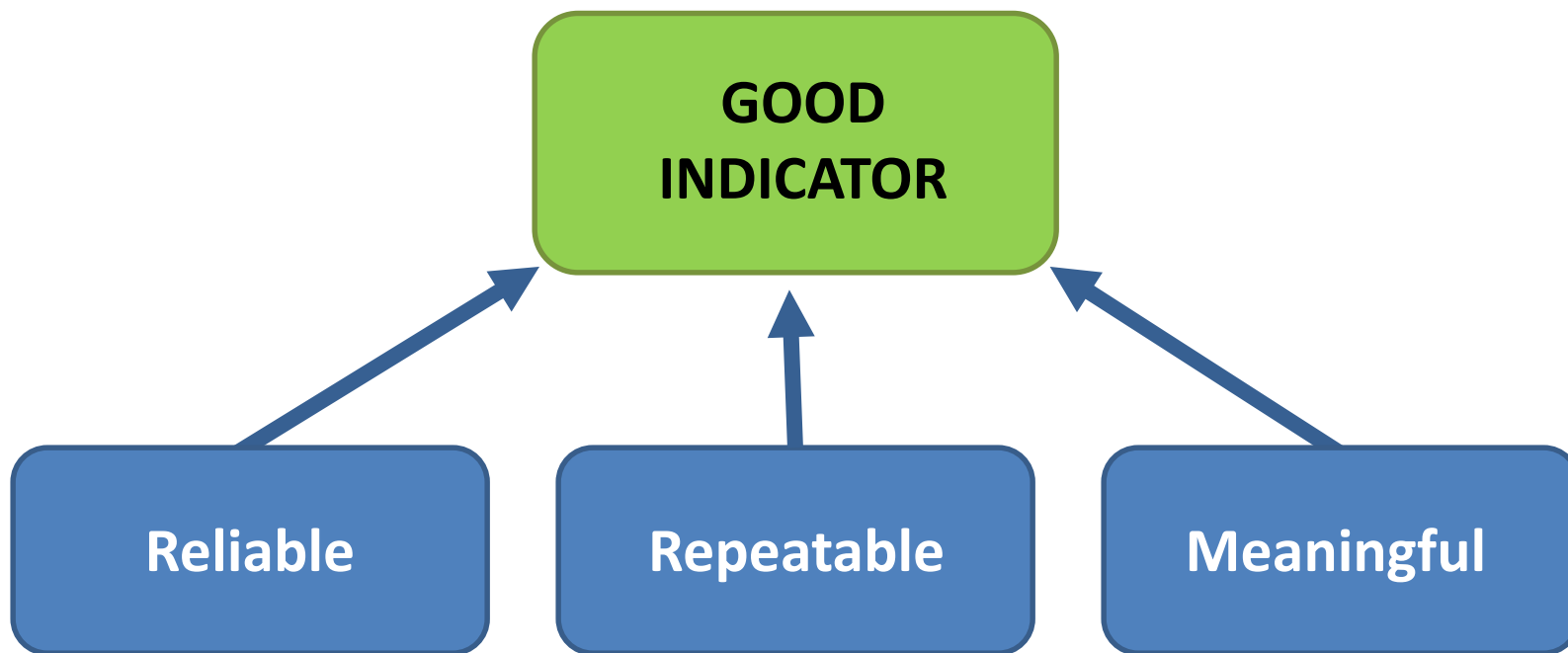
vs



Qualitative

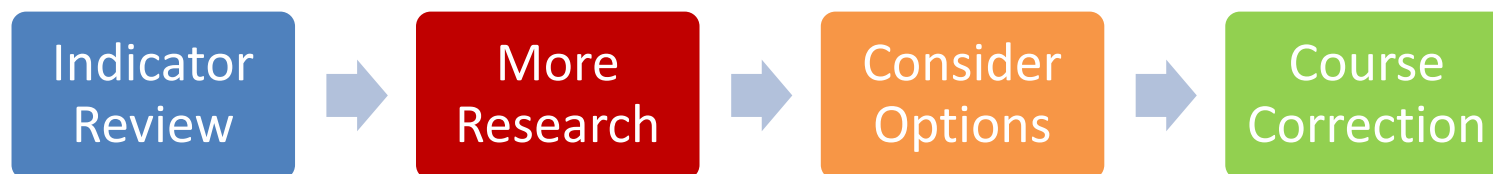
DISCUSSION

- ▶ Key elements of a good indicator



DISCUSSION

▶ The role of indicators



DISCUSSION

- ▶ Opportunities:
 - ▶ Other quantitative data
 - ▶ Citizen Survey - sense of safety (general)

RECOMMENDATION

- ▶ THAT Council directs staff to add one or more questions, as necessary, to the Citizen Survey to assess the public's sense of safety in the downtown core

NEXT STEPS

- ▶ Long-term indicator
- ▶ To be combined with Downtown Plan approach to safety