

Report to Council



Date: July 25, 2016
File: 0610-01
To: City Manager
From: Community Policing Coordinator
Subject: Don't be an easy target - anti-theft campaign

Recommendation:

THAT Council receives, for information, the report from Community Policing Coordinator dated July 25, 2015 with respect to crime prevention strategies aimed at reducing theft from motor vehicles within the city of Kelowna.

Purpose:

To provide information to Council about the *Don't be an easy target* crime prevention initiative and have Council assist in the promotion of the program, encouraging community involvement to reduce auto crime in Kelowna.

Background:

In 2015, the Crime Prevention Unit launched the *Don't be an easy target* campaign to increase public awareness and involvement to help reduce theft from motor vehicles. The goal of the campaign was to change behaviour and remind people to remove valuables from their vehicle, lock their vehicle and report suspicious activity to the RCMP.

From January to June 2016, the RCMP noted a 50 per cent increase in thefts from motor vehicles as compared to the same reporting period in 2015.

The campaign

In June of this year, the Crime Prevention Unit reintroduced the *Don't be an easy target* campaign adding a social media component and contest for residents of Kelowna. Staff and RCMP volunteers will attend events this summer, handing out postcards as part of a social media contest that encourages behaviour change to prevent theft from vehicles.

The contest

The postcard features a static cling decal that can be placed on the inside of the driver-side window to let people know that the vehicle is “all locked up and [there’s] nothing to take.” The cling is intended to be a reminder to the driver and a visual message to any passerby or potential thief that the vehicle isn’t a target.

By posting a picture of the Don't be an easy target decal on a vehicle window to Facebook, Twitter or Instagram using hashtags #Kelowna #dontbeaneasytarget participants will be entered to win a \$50 gift certificate to a local restaurant or retailer (drawn biweekly until the fall). Contest winners are directed to Kelowna RCMP Detachment where they receive their prize along with a letter of appreciation from the Officer in Charge, Kelowna RCMP. The first contest winner was drawn last week - thanks to @thezenchef for posting his cling picture on Instagram.

Staff invite Kelowna City Council to place a cling on their own vehicle and post a picture of it to social media to help raise awareness about the cause, the campaign and the contest.

For more information, visit kelowna.ca/target or check out the hashtags in use on social media.

Internal Circulation:

RCMP Superintendent
Corporate & Protective Services Divisional Director
Crime Prevention Supervisor
Communications Supervisor
Kelowna RCMP Media Relations Contact

Considerations not applicable to this report:

Legal/Statutory Authority:
Legal/Statutory Procedural Requirements:
Existing Policy:
Financial/Budgetary Considerations:
Personnel Implications:
External Agency/Public Comments:
Communications Comments:
Alternate Recommendation:

Submitted by:

C. Cornock, Community Policing Coordinator

Approved for inclusion:



cc: Communications