



Public Safety and Community Services

INTER-OFFICE MEMORANDUM

TO: CHAIR AND MEMBERS
PUBLIC SAFETY COMMITTEE

DATE: 2020 October 07

FROM: DIRECTOR - PUBLIC SAFETY AND
COMMUNITY SERVICES

FILE:

SUBJECT: BUSINESS WATCH - PROGRAM UPDATE

At the open Public Safety meeting held on 2020 September 16, committee member Larry Hayes enquired as to the status of the City Business Watch program. The purpose of this memo is to provide that update.

The Burnaby Business Watch Program is a partnership between the City, the RCMP, and the local business community. It was initially piloted as a project in the fall of 2015, within the suite of Crime Prevention Unit programs. This initiative was intended to engage Burnaby businesses in crime prevention.

The 2015 program provided crime tips, business related crime alerts, links to public safety partners and a repository of Crime Reduction Bulletins including limited crime maps and hotspot information on a Business Watch website.

In early 2018, Crime Prevention staff commenced a review of the program, to determine what was working well and where we could improve. This review also includes a snapshot of similar business crime prevention programs throughout the Lower Mainland. Three models were presented, each requiring varying levels of staff resourcing. Crime Prevention could either maintain the existing Business Watch online platform, assign additional staff resources to enhance it, or could enhance the program in person deliverables, including routine business security audits, contact after a business-related crime, etc.

In early 2019, Crime Prevention staff moved forward to enhance the Business Watch online platform. This updated website has a notification feature for Business Watch workshops, practical information on burglary, shoplifting and robbery prevention, sound Crime Prevention Through Environmental Design (CPTED) information and more. Through the

Business Watch program, staff have also provided prevention messaging to local Business Improvement Associations and the Burnaby Board of Trade.

The City Communications team has provided detailed recent website user information (Attachment 1) and site traffic to “Tips and Resources” and “Public Safety Partners” is up, and “Reporting to Police” is down in 2020 as compared to the same period before the website update. Most visits to the Business Watch site are for the crime maps and information resources. Business Watch traffic numbers are comparable to other City information sites.

The City Business Watch program is now entirely online and businesses do not “apply” to join, so as to increase the membership/participation in the program. Although there is reduced online traffic in 2020, current factors such as the ongoing pandemic play a role in this. Staff are exploring future steps to grow the program including possible enhancement to the in-person component through increased municipal employee and police officer resourcing, as seen in other Lower Mainland programs.



Dave Critchley

Director – Public Safety & Community Services

DC:dv

Copied to: OIC Burnaby Detachment
Mgr Community Programs & City Services Burnaby Detachment

Attachment: Site Visit Summary Table

Attachment 1

Jan 1 - Aug 31, 2020
Compared to same period 2019

Business Watch				
Visits	Page Views	Unique Visitors	Returning Visitors	Bounce Rate
192	243	174	14	75.70%
-91	-106	-78	-2	+ 6.13%

Jan 1 - Aug 31, 2020
Compared to same period 2019

Reporting to Police (page was replaced with a PDF)				
Visits	Page Views	Unique Visitors	Returning Visitors	Bounce Rate
10	10	10	0	0.00%
-				
3306	-4787	-2656	-445	N/A

Jan 1 - Aug 31, 2020
Compared to same period 2019

Public Safety Partners				
Visits	Page Views	Unique Visitors	Returning Visitors	Bounce Rate
49	50	45	4	80.00%
27	21	26	3	+ 20%

Jan 1 - Aug 31, 2020
Compared to same period 2019

Tips and Resources				
Visits	Page Views	Unique Visitors	Returning Visitors	Bounce Rate
27	30	25	3	100.00%
13	12	13	1	+ 100%

Jan 1 - Aug 31, 2020
Compared to same period 2019

FAQ				
Visits	Page Views	Unique Visitors	Returning Visitors	Bounce Rate
15	18	15	3	100.00%
1	3	4	0	0%