West End BIZ
BUSINESS IMPROVEMENT ZONE

SAFETY PROGRAM ENHANCEMENT

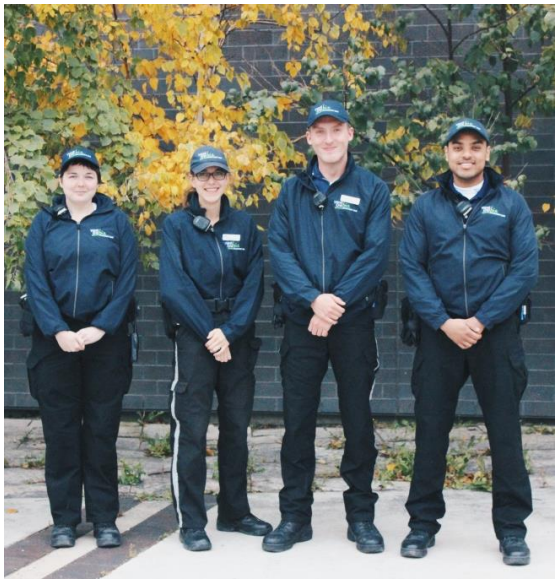
Funding report

The City of Winnipeg's contribution to improved safety in the West End has been applied to our safety program to great effect. Our organization is extremely appreciative of the city's support and our business members have expressed satisfaction with the services we are able to provide as a direct result of this funding.

Through the funding from the city, we were able to increase the number of patrols on the street, diversify our response to safety issues, enhance our data tracking to tackle safety issues more effectively and leverage private dollars to invest in safety measures.

Our safety program consists of the following features:

- Safety patrols
- Safety ambassadors (NEW)
- Safety liaison (NEW)
- Levy-funded safety grants



The West End BIZ takes a multi-pronged approach to safety and without funding from the city, this approach would have to be significantly scaled back.

Our safety patrols are the traditional safety presence in the neighbourhood that responds rapidly when calls come are made to our office. They maintain a visible presence in the neighbourhood during the day and into the evenings. They assist at events and festivals both as a reassuring presence and to take a lead role assessing safety issues that may emerge. In 2019, we augmented our patrol program from two year-round part time positions (that switched to full time from May to August) to two full time year-round positions and four additional full time positions from May to August. With these additional patrols we were able to maintain more consistent visibility in the neighbourhood, respond faster to calls, maintain a patrol presence in the evenings more often and assist at more events. We were able to increase the number of streets and parks patrolled and address concerns including needles and bulky waste.

A new position we created in November 2018 is the Safety Liaison. The liaison is a former Winnipeg Police Service officer that meets with business owners to assist them with improving their safety. The liaison is trained in Crime Prevention Through Environmental Design and is able to share strategies with business owners for improving safety at their business. The Liaison has held sessions or presentations with 23 West End businesses and

business owners have responded very positively to the advice they received. Additionally, the liaison provides augmented safety training to the BIZ's patrols and ambassadors and provides assistance in reviewing and updating patrol practices. The liaison creates additional value by empowering businesses themselves to take safety measures even when the BIZ isn't present.

The newest addition to the West End BIZ's safety program is the Safety Ambassadors. This team of two specialized patrols are oriented toward making connections with businesses, providing safety audits and relaying information to the Patrol Supervisor and other BIZ staff to help coordinate our programming. Safety Ambassadors also provide follow up meetings to businesses visited by the Safety Liaison to ensure their needs are continuing to be met and to offer follow up assistance if needed. The Ambassadors play a key role as a reassuring presence that isn't just walking the sidewalk, but actually visiting businesses. As part of their daily patrol they are expected to step into several randomly selected businesses to get feedback so we can learn about the safety experiences from those businesses that aren't aware they can report issues to the BIZ. The ambassadors create additional value by reminding businesses that the BIZ and the city are taking safety issues seriously – especially when we proactively meet with them before they make the call to us.



One of the most important components of our safety program is our safety grants. Safety grants are funded exclusively by the West End BIZ through our levy, however with the additional Safety Liaison and Ambassador staff, we are able to better promote the grants program and make businesses aware of resources available to them to make their premises safer. This grant supports installation of security systems, security lighting, projects that eliminate cut-throughs and dark corners, new locking systems, cash register security and other measures that improve business safety. Through our promotion efforts we have been able to get more BIZ dollars out the door to members and incentivize further private investment in safety improvements. In the last five years, the average number of grant applications has been 10.6 annually. In 2019, we processed 51% more grants for our members with $58,613.48 private dollars going toward safety projects. Our grants mobilize private resources and act as a multiplier for the resources put toward our safety program.

In 2018, the West End BIZ introduced updated data tracking for our patrol program. Our patrols have been able to complete more visits to all parts of the neighbourhood, make more reports and calls to police than in 2018.

The West End BIZ very much appreciates the support from the City of Winnipeg and is using this funding to deliver a multi-pronged approach to addressing safety issues in the neighbourhood. Through our patrols we maintain a presence on the street and build a safer community and improve perceptions of safety. We respond more rapidly to business concerns and we are able to promote our levy-funded grants leveraging private dollars for further safety enhancements. We pride ourselves on the comprehensive approach we take and we are pleased to have the financial support of the city to execute this critical set of programs.



If you have any questions, please don't hesitate to connect with Joe Kornelsen, Executive Director of the West End BIZ.

WEST END BIZ

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MAJOR PATROL STATS

	2018	2019 (TO NOV 1ST)	Increase
Streets patrolled	174	225	29%
Park patrolled	157	211	34%
Needle pick up reported*	174	226	30%
Items of bulky waste	55	55	0%
Area Image Incidents reported	218	321	47%
Positive interactions/Public assistance	374	1142	205%

*Needle reports are made when a group of needles are found and removed. Most often a single needle is picked up, however the patrols have reported at least one instance of 150 needles were found at one time.

MAJOR AMBASSADOR STATS

	Monthly average*
Business visits	47
Businesses with active safety concerns	12
New businesses welcomed to neighbourhood	13

*As a new program started mid-year, the ambassadors do not have annual stats to report at this time.

SAFETY LIAISON STATS

	2019
Safety advising sessions & presentations	23

BIZ LEVY-FUNDED GRANTS*

	Amount
Annual safety grant applications received (5 year average)	10.6
Safety grant applications received (2019)	16
Private business investment supported by grants	$58,613.48
BIZ financial support	$8,954.99

*Grants are funded exclusively through BIZ levy dollars. These stats included because our patrols, ambassadors and liaison promote our grants to generate private investment in neighbourhood safety.

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WHAT WE HAVE HEARD

I am writing to state how much I appreciate the services that West End BIZ offers to businesses such as ourselves. In the past few months we've had issues with vagrancy. The BIZ Safety Patrols have been very quick to respond to help us deal with the issues in a timely and compassionate manner. Their safety patrols also make it a priority to come by our area to check to make sure everything is alright and to stop in and visit to get a verbal report. Staff from the BIZ has also presented a safety session to our staff to ensure we are safe in our place of work and at home. On an ongoing basis they will be helping us out with our bike racks, safe needle collection and graffiti removal.

We really value and appreciate everything that West End BIZ does for our neighbourhood. They are a vital component of the West End.

-**Crystal Hollas, Senior Vice President and Chief Privacy Officer, WinnipegREALTORS®**

"Having Dave, the West End BIZ's Safety Ambassador, stop by our business really helped me communicate safety concerns we are experiencing in the community. He really knows the neighbourhood and having patrols that know the area is really important. I was very impressed."

-Tamara Bondesen, Owner, The Tulip Florist

The Old House Revival Co, had/has seen an increase in undesirable individuals frequenting our store and hanging around in the parking lot. Before there were any significant events we wanted to put into place some structural changes as well as discuss staff safety strategies in dealing with these issues. We accessed the Safety Liaison from the West End Biz and were able to come up with some safety measures to help with both the issues mentioned. Having this as an accessible support with the unfortunate increase in negative behaviors we are all dealing with is a real benefit to the West End.

-Wendy Ryder, Store Manager, Old House Revival