
TO: CITY MANAGER **DATE:** 2009 April 01
FROM: DIRECTOR PLANNING AND BUILDING **FILE:** 2410-20
SUBJECT: BURNABY BUSINESS PROPERTY CRIME REDUCTION INITIATIVE -
SURVEY OF BUSINESS OWNERS/OPERATORS
PURPOSE: To seek Council funding approval for a business safety survey of Burnaby business owners and operators as outlined in the Council approved Business Property Crime Reduction Initiative.

RECOMMENDATION:

1. **THAT** Council approve an expenditure of \$6,500 from the Boards, Commissions and Committees budget to fund a business safety survey of Burnaby business owners and operators.

REPORT**1.0 BACKGROUND**

At its meeting on 2008 September 30, Council approved the Burnaby Business Property Crime Reduction Initiative developed by a working group of the Community Policing Committee. The Initiative included an action plan aimed at reducing property crimes committed against Burnaby businesses. The action plan is based on three objectives:

- to educate and raise awareness among business owners/operators about the steps they can take to better protect their properties from criminal activities;
- to improve communication and information-sharing between business owners/operators and the RCMP; and
- to ensure that the design and maintenance of public and private property in areas around repeatedly victimized businesses improve opportunities for natural surveillance and defensibility, and discourage opportunities for crime.

A key action listed under the second objective is to undertake a survey of business owners/operators to improve baseline understanding of business property crime against which changes in crime rate and patterns could be measured. At the time the Initiative was adopted, it was noted that Council approval for funds to cover the cost of the survey would be sought once those costs were known. The purpose of this report is to seek Council approval for an expenditure of \$6,500 to fund the proposed survey.

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2.0 THE SURVEY

Burnaby RCMP has engaged the University of the Fraser Valley (UFV) to conduct a public safety survey of Burnaby residents during 2009 April as part of its ongoing quality assurance process. In the view of staff, working with the UFV to adapt the resident survey for use with businesses would be an efficient use of time and resources. The cost to distribute, conduct and analyze the survey is \$6,300, inclusive of \$1,800 in printing and mailing costs.

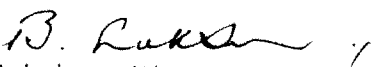
The purpose of the survey would be to assess Burnaby business owners' perceptions and experience regarding property crime and the nature and extent of any crime committed against their businesses in the last 12 months. The survey would also determine business owners' level of satisfaction with the Burnaby RCMP detachment and provide data helpful to improving the quality of local police services. The survey would be mailed, with a letter of introduction from the Officer-in-Charge of the Burnaby detachment, to a randomly selected sample of 1,000 of Burnaby's 5,000 resident businesses. To maximize the response rate, follow-up telephone calls would be made shortly after the surveys were mailed out. With Council approval of the funds, the survey would take place in late April or early May.

As noted in the Business Property Crime Reduction Initiative, the process to conduct the proposed survey would be overseen by an adhoc Survey Working Group comprised of Community Policing volunteers, and RCMP, City and business representatives. The working group would meet as necessary to prepare the survey questions and review the results.

3.0 CONCLUSION

The proposed survey is one of six main actions contained in the action plan of the Burnaby Business Property Crime Reduction Initiative approved by Council in 2008 September. The survey would establish a baseline against which changes in crime rate and patterns could be measured and provide data helpful to improving quality of police services.

It is recommended that Council approve an expenditure of \$6,500 from the Boards, Commissions and Committees budget to fund the business safety survey of Burnaby business owners and operators. Sufficient budget funds are available for this purpose.


B. Luksun, Director
PLANNING AND BUILDING

MM/sls/sa

cc: Director Finance
OIC-RCMP