

**COMMUNITY POLICING COMMITTEE**

*HIS WORSHIP, THE MAYOR  
AND COUNCILLORS*

**SUBJECT: MONTHLY COMMUNITY POLICING SUPPLEMENT IN THE  
BURNABY NEWSLEADER**

**RECOMMENDATIONS:**

1. THAT Council approve funding for twelve City advertisements in 2011 to accompany the Community Policing supplement in the *Burnaby NewsLeader*.
2. THAT Tracy Keenan, publisher of the *Burnaby NewsLeader*, be informed in writing of Council's decision.

**REPORT**

The Community Policing Committee, at its meeting held on 2010 November 18, received and adopted the *attached* report seeking approval to renew the City's agreement for the monthly Community Policing supplement, "CommSafe", with the *Burnaby NewsLeader* for 2011.

Respectfully submitted,

Councillor P. Calendino  
Chair

Councillor P. McDonell  
Vice Chair

Councillor R. Chang  
Member

Copied to: City Manager Deputy City Manager (Earle) Director Finance Director Planning and Building Director Engineering Director Parks, Recreation and Cultural Services OIC, RCMP
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**TO:** CHAIR AND MEMBERS  
COMMUNITY POLICING COMMITTEE

**DATE:** 2010 November 08

**FROM:** DIRECTOR PLANNING & BUILDING

**FILE:** 2410-20

*Reference: Community Policing Cmte*

**SUBJECT: MONTHLY COMMUNITY POLICING SUPPLEMENT IN THE  
*BURNABY NEWSLEADER***

**PURPOSE:** To seek approval to renew the City's agreement for the monthly Community Policing supplement, "CommSafe", with the *Burnaby NewsLeader* for 2011.

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#### **RECOMMENDATIONS:**

1. **THAT** the Committee request Council to approve funding for twelve City advertisements in 2011 to accompany the Community Policing supplement in the *Burnaby NewsLeader*.
2. **THAT** Tracy Keenan, publisher of the *Burnaby NewsLeader*, be informed in writing of Council's decision.

#### **REPORT**

##### **1.0 BACKGROUND**

At its meeting of 2009 October 5, Burnaby Council approved funding for City advertisements to accompany a new monthly newspaper supplement on community policing in the *Burnaby NewsLeader*. Funding was approved for fifteen months, with the first supplement published in October 2009. To date, thirteen editions of the supplement, "CommSafe", as it has been nicknamed (for "community safety"), have been published, with the remainder of the approved funding earmarked to cover the costs of advertisements in the November and December 2010 editions.

The purpose of this report is to seek the Committee's and Council's approval to renew the City's agreement with the *Burnaby NewsLeader* for 2011 for City advertisements to accompany "CommSafe".

To: Community Policing Committee  
From: Director Planning & Building  
Re: Monthly Community Policing Supplement in the Burnaby NewsLeader  
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## 2.0 “COMMSAFE’S” FIRST YEAR

The intent of “CommSafe” is to improve communication with the Burnaby public about community policing and crime prevention. The full-colour, two-page monthly supplement appears in the centre of the newspaper on the second last Friday of each month. It consists of seven features, as follows:

- a **Question and Answer** column focusing on crime and safety issues encountered by Burnaby residents;
- a **Community Police Office** section with locational information and news/events for each of Burnaby’s community policing districts;
- a **Community Champion** section in which a local crime prevention champion is celebrated;
- a **Salute to Business** section in which a local business which has implemented a creative idea to prevent crime in the neighbourhood or on its premises is highlighted;
- a **Tip of the Month** section focussing on crime prevention;
- a **children’s colouring contest** with a police or crime prevention theme; and
- a **word scramble puzzle** on the theme of crime prevention.

As noted above, each edition of the supplement is accompanied by a City-purchased advertisement. The advertisement is used to promote Burnaby’s volunteer-based crime prevention programs and to disseminate safety and crime prevention information. The supplement is also supported by the sale by the *NewsLeader* of other advertising space on the centre spread.

The preparation of “CommSafe” is overseen by the Communications Subcommittee of the Community Policing Committee. The Subcommittee includes representatives from each of the four Community Policing Advisory Committees, the RCMP, and the Burnaby Parks, Recreation and Cultural Commission; the Chair and a citizen-member of the Community Policing Committee; and one City staff. The Subcommittee meets quarterly with the publisher of the *NewsLeader* to discuss topic ideas, and general directions for the supplement.

The *NewsLeader* provides design, layout, and photographic services for the supplement. Content is supplied by the Communications Subcommittee, through RCMP officers, City staff, and community policing volunteers. Suggestions for persons and businesses to highlight in the Community Champion and Salute to Business sections are solicited from the four Community Policing Advisory Committees, the RCMP, and staff in the Community Police Offices. An editorial group, consisting of two citizen members of the Subcommittee, one police officer, one City staff, and the publisher of the *NewsLeader* meet monthly to review each edition before it goes to press. The topics, people, and businesses which have been featured over the thirteen editions published to date are detailed in Appendix 1, **attached**.

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From: Director Planning & Building  
Re: Monthly Community Policing Supplement in the Burnaby NewsLeader  
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### 3.0 RENEWAL OF THE “COMMSAFE” AGREEMENT FOR 2011

The publisher of the *NewsLeader* has indicated that she is prepared to continue publishing “CommSafe” in 2011, provided the City is prepared to continue purchasing a 3/8 page advertisement in each edition, and to continue to supply ideas for content. The rate for the 3/8 page advertisement would remain the same as it has been since inception of “CommSafe” - \$637.50, exclusive of HST, or \$714.00 inclusive of HST. The Communications Subcommittee proposes that the current format for “CommSafe” be maintained for 2011. Were the City to commit to the supplement for 2011, the cost of the twelve monthly ads would be \$8,568.00, inclusive of HST. The funds would be allocated from the Committees, Boards, and Commissions budget.

### 4.0 SUMMARY AND CONCLUSION

In an effort to improve communications with the Burnaby public about Community Policing and crime prevention, a two-page monthly insert in the *Burnaby NewsLeader* was initiated in 2009 October. To date, thirteen editions have been published, with each edition reaching an estimated circulation of 46,000 households. The City’s commitment to the supplement has been to provide editorial content, review the layout of each edition, and purchase twelve monthly 3/8 page advertisements at an annual cost of \$8,568.00. The Communications Subcommittee of the Community Policing Committee proposes that the City continue to invest in the monthly supplement, and that the current format be maintained for 2011. Sufficient budget funds of \$8,568.00 are available in the 2011 Committees, Boards, and Commissions budget for the advertisements to accompany the supplement during 2011.

It is recommended that the Committee request Council to approve funding for twelve City advertisements in 2011 to accompany the Community Policing supplement in the *Burnaby NewsLeader*.

It is further recommended that Tracy Keenan, publisher of the *Burnaby NewsLeader*, be informed in writing of Council’s decision.



B. Luksun, Director

*for* PLANNING AND BUILDING

JS/sla/sa  
Attachment

- cc: City Manager
- Deputy City Manager
- Director Finance
- Director Engineering
- Director Parks, Recreation and Cultural Services
- OIC – Burnaby RCMP
- City Clerk

**Topics, People and Businesses  
Featured in CommSafe, October 2009 – October 2010**

**Question and Answer Column**

- Trick or Treat Safety Tips
- Avoid the Grinch with These Safety Tips
- Drinking Driving Counterattack
- Distracted Driver Legislation;
- Sexual Exploitation of Children and Youth
- Ending Family Violence
- Keep Safe While Running, Walking and Jogging
- Keep Graduation Time Dry
- Protect Your Bike from Theft;
- Protect Your Home While on Vacation
- Back to School Safety; Guide to Calling for Police Assistance
- Crime Prevention and Small Business

**Community Police Office Section**

- Maps, contact information and CPAC meeting dates
- Corporals in Charge of Community Police Offices
- Burnaby's School Liaison Officers
- Burnaby's Neighbourhood Liaison Officers
- Burnaby RCMP School/Youth Section in Summer

**Community Champion**

- Diane Gillis
- Sheldon Leung
- Ray Allen
- Janice Leong
- Diana Mumford
- Todd Polich
- Chris Hildred
- Bill Corson
- Darren Berg
- Elizabeth Day
- David and Mary Gates
- Fred Ellis

**Salute to Business**

- Brent Findlay – Security Manager Lougheed Town Centre Mall
- Jack Kuyer – owner of Valley Bakery
- Dave Barnes – Manager Gord-Ron's Auto Metal
- Paul Cipywnyk – Edmonds Town Centre Business and Community Association
- Ann Carlsen – North Road Business Improvement Association
- Isabel Kolic – Heights Merchants Association
- Corinne Fulton – Owner 3R Demolition Corp.

- Dave Fairhall – Fairhall, Zhang and Associates
- Glenn de la Rambelje – Security Supervisor Metropolis at Metrotown
- Gord Couling – Regional Road Safety Co-ordinator ICBC
- Rob Uppal – Triple O Restaurant
- Linda Lawlor – BCAA School Safety Program
- Dino Milacic – Mark’s Auto Body

### **Tip of the Month**

- Internet Safety 101
- Online Shopping
- Pedestrian Safety
- Move Over for Emergency Vehicles
- Getting to Know Your School Liaison Officer
- Drink-Spiking
- Preventing Graffiti
- Is Your Child Getting High?
- Watch for Cyclists
- Keep Your Property Clean and Tidy
- Child Pedestrian Safety
- Report Crime to the Police
- Credit and Debit Card Fraud

### **City Advertisement**

- Services Offered at Burnaby’s Community Police Offices
- Volunteer Opportunities in Burnaby’s Community Policing and Crime Prevention Programs
- Keep Your Home Safe and Secure (Parts 1 and 2)
- Burnaby RCMP Auxiliary Constable Program
- Preventing Graffiti
- Community Police Offices Extended Hours
- Safely Cycling in the City
- Burnaby RCMP 60<sup>th</sup> Anniversary
- Speed Watch Program
- Burnaby RCMP Block Watch Program
- Burnaby Citizens’ Crime Watch