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# Crime Prevention Services/Public Affairs 2013 Annual Report

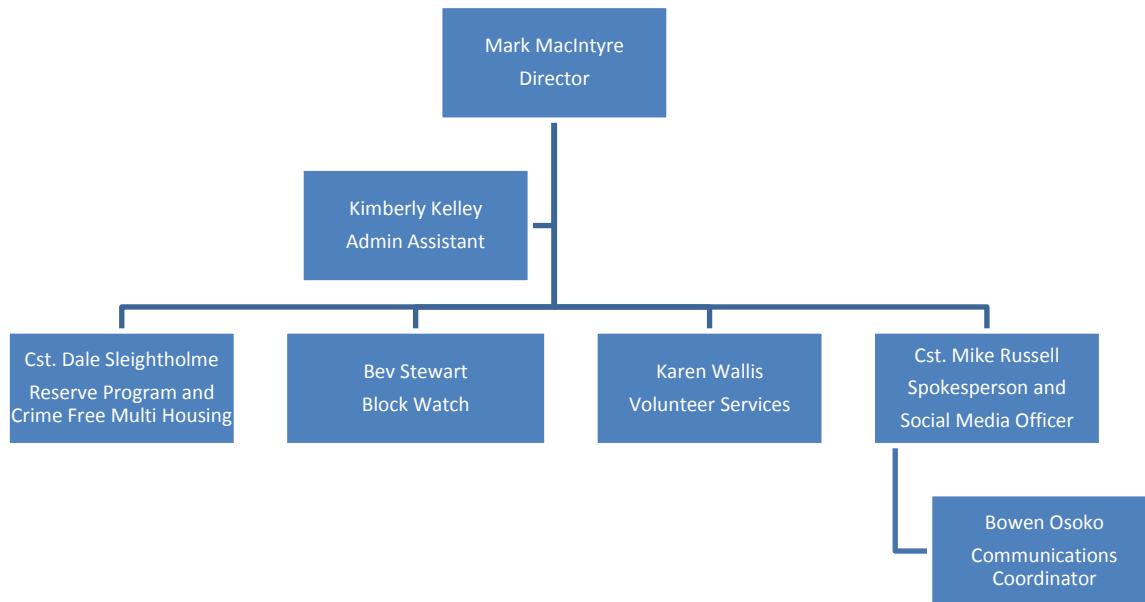
Prepared by:

Mark MacIntyre

Director of Crime Prevention Services, Public Affairs, and Information Technology

## Introduction

On July 1<sup>st</sup>, 2012, the Victoria Police Department combined its Crime Prevention Services with its Public Affairs function, thus putting all community engagement efforts under one director. The amalgamated Crime Prevention Services/Public Affairs (CPS/PA) section is now represented by this structure:



The mission of the CPS/PA section is to prevent crime in Victoria and Esquimalt by engaging the communities that we serve. This is done through an integrated approach to community engagement based on the five main functions of the section, which are:

- 1) Public affairs (media relations, social media, community events, speakers' program, the VicPD.ca website, and internal communications);
- 2) Block Watch;
- 3) Volunteer Services;
- 4) The Reserve Program; and
- 5) The Crime Free Multi-Housing Program.

On March 31<sup>st</sup>, 2013, this new approach to connecting with the public was formalized in a comprehensive *Community Engagement Plan 2013-15* that clearly outlines the department's community engagement strategy for the next three years.

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In accordance with this community engagement strategy, all members of the section develop and execute innovative crime prevention initiatives that are closely coordinated for maximum efficiency. They are supported by multi-media public affairs efforts that are aimed at “getting the word out” about these initiatives across the largest audience possible. This integrated approach continued to pay dividends in our crime prevention efforts in 2013. The following report outlines those successes by function.

## **1) Public Affairs** *(Cst. Mike Russell, Mr. Bowen Osoko)*

2013 was a banner year for the VicPD Public Affairs team. The year saw the launch of the mobileVicPD app, the relaunch of the vicpd.ca website, as well as the expansion of VicPD’s social media engagement and outreach success. Public Affairs had a hand in several key VicPD events, including Chief Jamie Graham’s retirement events, Chief Frank Elsner’s swearing-in, Deputy Chief John Ducker’s retirement, the VicPD Honours Ceremony at Government House as well as numerous presentations of the VicPD Civic Service Award. With Mr. Mike Tucker’s departure in November of 2012, this year also saw the addition of Bowen Osoko to the Public Affairs team.

While traditional media relations continued to be a mainstay of the Public Affairs portfolio, social media was increasingly used to support operations and enhance service delivery. Building on successes from previous years, 2013 was an extremely successful year for the department’s social media engagement efforts.

Additional initiatives have included photography, videography, the redesign of the VicPD website, graphic design, sound engineering, outreach, and event production. Public Affairs also offered technical and social media support to sections including Human Resources (hiring), the Police Board, the Training section, the Focused Enforcement Team, Investigative Services, and Operations.

While the workload has continued to increase for the Public Affairs section with new responsibilities, the successes – including many hundred-fold increases in engagement metrics – have been many.

### **Traditional Public Affairs**

Traditional Public Affairs duties falls into two categories: media relations and media monitoring. During any given day, the Media Spokesperson receives between 15 and 50 queries from journalists. These come directly to the Media Spokesperson through direct phone calls to landline or cell phone, emails, BlackBerry messengers or through Social Media. These are usually in relation to follow-up requests or in-progress events.

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This year alone, VicPD sent out almost 300 releases. Each of those, on average, generated three follow-up media queries, resulting in the Media Spokesperson and the Communications Coordinator doing approximately 1,000 interviews. Each of these releases is also shared on numerous Social Media channels.

Additionally, press conferences were held for operational events, Civic Service Awards and other noteworthy events.

All local media as well as select regional, provincial, national and international media are monitored by VicPD Public Affairs staff. Quotes from VicPD personnel were included in publications including the CBC, the National Post and the China People's Daily.

***Key issues and events this year:***

- Club 919 shooting and the follow up Fletcher manhunt
- Johnson Street Fatal Fire
- Emma Phillipoff Missing Person File
- Douglas and View "Caught on Video" Taser Deployment
- Canada Day 2013
- Police Board Shake-up
- Policing in Esquimalt
- Cst. Russell's Tour de Rock
- Takahashi Public Notification
- Deputy Chief John Ducker's Retirement
- Blanshard and Bay Street Fatal Collision
- Michael Dunahee DNA test
- Senior Fraud Scams
- Prolific Property Offenders
- Chief Graham's Retirement
- Hiring and Swearing-in of Chief Elsner

***By the Numbers:***

Year: 2013  
Inquiries per day: Between 5 and 15 depending on issues  
Total Releases: 300  
Approx. Interviews: 1000  
Media Monitoring Reports: 234

## Social Media and VicPD.ca

2013 was, by far, the most successful year yet for social media for VicPD. Engagement metrics for social media and [www.vicpd.ca](http://www.vicpd.ca) are exponentially up.

VicPD continued to be recognized across North America as a leader in social media and law enforcement. At various times throughout 2013, both internal and external organizations sought out VicPD's expertise in social media – enhanced in many ways by the release of the mobileVicPD app. These included the crisis negotiators for the Greater Victoria Emergency Response Team, the Canada Border Services Agency, Vancouver Police, Greater Vancouver Transit Police, the Toronto Police Service, as well as non-police organizations such as the University of Victoria Masters of Public Administration program and an integrated ESL summer program.

Deputy John Ducker's blog came to a close with his retirement. The torch was passed to Sgt. Darrell Fairburn, who now provides blog entries for the rebranded "Stories from the Street" blog which has more than 1,800 page views to date.

Public Affairs' use of social media played a key role in the capture of Dennis Fletcher, the return of stolen property and the reunion of lost children and elderly persons to worried family members. Social media also provided a platform for direct clarification to media in instances of biased and inaccurate reporting.

Finally, [www.vicpd.ca](http://www.vicpd.ca) was redesigned to support a more streamlined structure and to promote the #mobileVicPD app launch.

### ***Highlights from this year include:***

- Facebook not only aided in the dissemination of information on shooting suspect Dennis Fletcher, but staff of Club 919 and members of the public took to Facebook to thank VicPD for our work in identifying, locating and apprehending Fletcher.
- VicPD participated in #yyjChats including one about the #mobileVicPD app.
- VicPD's #yyjChief chat introduced Chief Frank Elsner to our community in advance of any traditional media news stories. This meant that regular citizens had the first opportunity to interact with the new Chief. #yyjChief peaked with more than 140,000 being reached every 20 minutes.

- VicPD again took calls for service on Twitter on Canada Day. #VicPDHelps assisted in the management of information and large crowds. It received again accolades and was watched closely across the continent. #VicPDHelps was instrumental in reuniting a lost five-year-old with this family.

 **Victoria Police Department**  
July 1

UPDATED: Arun LOCATED by VicPD officers in crowd!!! Will be reunited with family momentarily. Thank you for all the shares and help!

Like · Comment · Share 👍 132 💬 11 📄 24

 Top Comments ▾

 **Jarrod Ball** I just saw a post of an Austin missing. Is there another missing? Or was Austin actually Arun  
Like · Reply · 🔄 3 · July 1 at 10:23pm via mobile

 **Victoria Police Department** Austin was Arun and he was located moments ago!  
Like · 🔄 7 · July 1 at 10:32pm

 **Mandy Cameron** I just read out ur status and turned round and saw the little guy my son John Cameron and partner Tasha Bennett followed him to b sure they caught up with him and handed him over to ur officers  
Like · Reply · 🔄 6 · July 1 at 10:39pm via mobile

- VicPD’s Twitter account also aided in the location of a missing 90-year-old woman

**VicPD Requesting Publics Assistance in Locating Missing 90-Year-Old Woman**

Victoria BC - VicPD officers are requesting the publics assistance in locating Jean MacDonald, a 90-year-old woman who is currently missing.

Jean was last see by care home staff in the unit-block of Douglas Street at approximately 3:30 p.m. this afternoon.

Jean is of limited mobility and uses a walker for assistance. She was last seen wearing a straw hat, blue sweater and blue pants and is described as a caucasian female, approximately 5-foot-2 and 150 lbs with short grey hair.

If you have any information as to the location of Jean MacDonald, please call VicPD's non-emergency line at 250-995-7654. If you do seen Jean, please call 911 so officers can be sent immediately.

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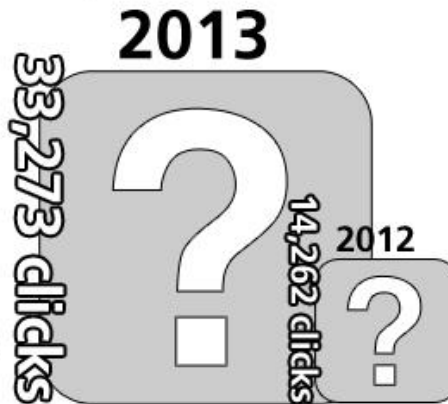
# By The Numbers

## Twitter

Victoria Police @vicpdcanada



Followers: **13,041** ↑

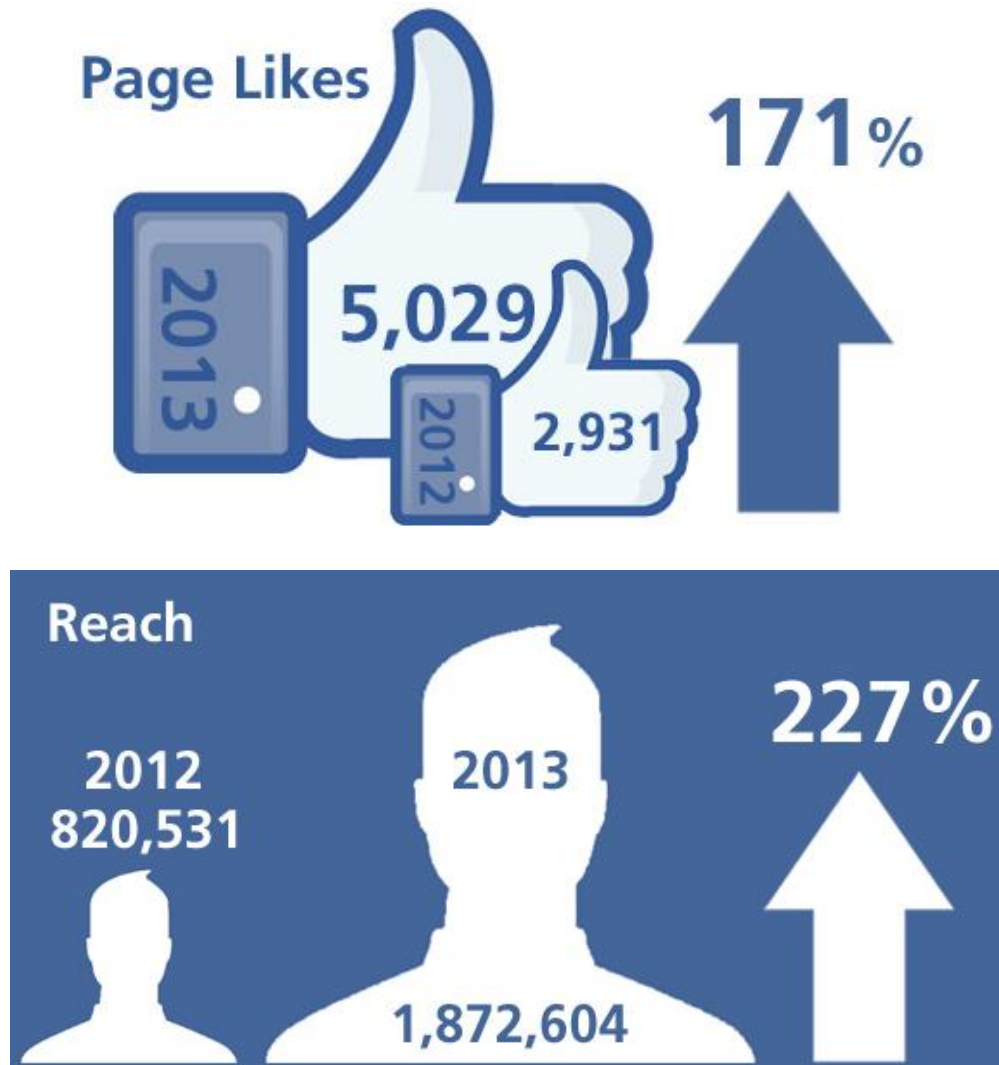


### Most Popular Links

Rank	Date	Post	Clicks
1	Apr 26, 2013	<a href="http://ht.ly/kralw">http://ht.ly/kralw</a> <a href="https://vicpd.ca/media/media-releases/2013/have...">https://vicpd.ca/media/media-releases/2013/have...</a> Have you seen Nasheen Falak? We need your help to find a missing 20 year-old girl: <a href="http://ht.ly/kralw">http://ht.ly/kralw</a> (Pls RT)	777 clicks
2	Feb 26, 2013	<a href="http://ht.ly/i4tul">http://ht.ly/i4tul</a> <a href="https://vicpd.ca/media/media-releases/2013/shoo...">https://vicpd.ca/media/media-releases/2013/shoo...</a> VicPD News Release   Shooting UPDATE : Dennis Fletcher Wanted for Attempted Murder <a href="http://ht.ly/i4tul">http://ht.ly/i4tul</a>	670 clicks
3	Mar 21, 2013	<a href="http://ht.ly/jhysl">http://ht.ly/jhysl</a> <a href="https://vicpd.ca/media/media-releases/2013/vicp...">https://vicpd.ca/media/media-releases/2013/vicp...</a> RT @VicPDCanada VicPD Requesting Public's Assistance Locating Distraught Man <a href="http://ht.ly/jhysl">http://ht.ly/jhysl</a>	553 clicks
4	Mar 15, 2013	<a href="http://ht.ly/j0VUS">http://ht.ly/j0VUS</a> <a href="https://vicpd.ca/media/media-releases/2013/cust...">https://vicpd.ca/media/media-releases/2013/cust...</a> Did you take the bus in from Langford to by heroin, but your dealer stood you up? Our (not-so) bad.... <a href="http://ht.ly/j0VUS">http://ht.ly/j0VUS</a>	524 clicks
5	Apr 26, 2013	<a href="http://ht.ly/ktsS4">http://ht.ly/ktsS4</a> <a href="https://vicpd.ca/media/media-releases/2013/nash...">https://vicpd.ca/media/media-releases/2013/nash...</a> Nasheen Falak has been located. Thank you for your tips - they helped greatly. <a href="http://ht.ly/ktsS4">http://ht.ly/ktsS4</a>	486 clicks
6	Dec 22, 2013	<a href="http://ht.ly/rZt4z">http://ht.ly/rZt4z</a> <a href="http://vicpdcanada.blogspot.ca/2013/12/file-13-...">http://vicpdcanada.blogspot.ca/2013/12/file-13-...</a> VicPD News   VicPD Requesting Public's Assistance in Locating #Missing 52-Year-Old Woman. More info: <a href="http://ht.ly/rZt4z">http://ht.ly/rZt4z</a>	370 clicks
7	Oct 28, 2013	<a href="http://ht.ly/qgsem">http://ht.ly/qgsem</a> <a href="https://www.vicpd.ca/media/media-releases/2013/...">https://www.vicpd.ca/media/media-releases/2013/...</a> One of our officers is recovering after being attacked while investigating a domestic assault: <a href="http://ht.ly/qgsem">http://ht.ly/qgsem</a>	350 clicks
8	Mar 15, 2013	<a href="http://ht.ly/j0X6f">http://ht.ly/j0X6f</a> <a href="https://vicpd.ca/media/media-releases/2013/cust...">https://vicpd.ca/media/media-releases/2013/cust...</a> Did you take the bus in from Langford to buy heroin, but your dealer stood you up? Our (not-so) bad. <a href="http://ht.ly/j0X6f">http://ht.ly/j0X6f</a>	330 clicks
9	Aug 16, 2013	<a href="http://ht.ly/o0xY3">http://ht.ly/o0xY3</a> <a href="https://www.vicpd.ca/media/media-releases/2013/...">https://www.vicpd.ca/media/media-releases/2013/...</a> We're continuing to investigate after a bicycle incident involving electrical tape: <a href="http://ht.ly/o0xY3">http://ht.ly/o0xY3</a>	320 clicks
10	Apr 25, 2013	<a href="http://ht.ly/koN9v">http://ht.ly/koN9v</a> <a href="https://vicpd.ca/media/media-releases/2013/vicp...">https://vicpd.ca/media/media-releases/2013/vicp...</a> Broken link on that last tweet - apologies. Here are Abigayle's particulars. We want to make sure she's safe: <a href="http://ht.ly/koN9v">http://ht.ly/koN9v</a>	310 clicks



## Facebook



## SoundCloud



## Blogger



Launched October 15th

Provides newsfeed to  
#mobileVicPD

**22,301 views**

## Pinterest



## www.vicpd.ca



## **Additional Social Media Channels**

- Instagram 159 followers, 79 posts
- Flickr: 126 photos
- Reddit: Numerous positive interactions
- Youtube : 153 subscribers, 107,402 video views (since creation)

## **#mobileVicPD**



We launched the mobileVicPD app on October 15th, 2013. This was the first fully interactive app launched by a police department in Canada, as well as the first app to of its kind to feature push notifications for public safety alerts and to be native to iOS7. Key features of the mobile VicPD app include the ability to issue immediate public safety notifications, take property crime reports and access all news releases and social media channels.

Since launch, mobleVicPD has been downloaded by more than 5,100 users. The app has been covered in local, national and international media. Four alerts have been posted on the app since launch. Updates and improvements have continued in response to user feedback, with the app now being in its 3<sup>rd</sup> release.

MobileVicPD enjoys a five-star rating in the Apple iStore and an average rating of 4.5 stars in the Google Play Store.

Consultations and presentations on the app have been requested by a number of agencies at the local, provincial and national level. This includes police agencies, stakeholder organizations, community organizations, governments, and government-based stakeholder organizations.

Search



Victoria Police Department 4+ Bowen Osoko >

★★★★★ (6)

OPEN

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Current Version All Versions

★★★★★ 6 Ratings for Version 1.0

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This app is more than what it says it its. Its a huge utility to use and to track whats going on in the city! The user interface is very nice( with ios 7 ) and I love all the features! Great job!

3. VicPD Rocks

★★★★★ by 302anon – Oct 18, 2013

Great app. I can't say this about any other place I've lived, but vicpd community outreach is amazing. They make it easy to contact them and really seem to care. This app is just the tip of the iceberg. I don't contact the vicpd often, but this app is a must have for fol ... more

4. Thank You

★★★★★ by Janetxo3 – Oct 26, 2013

Great app to have on your phone!

Featured Top Charts Near Me Search Updates

★★★★★ Chadwick Summers on Oct 22, 2013 at 12:37 AM Sweet idea Sweet idea Reply to this review

★★★★★ Cullen Johnson on Oct 17, 2013 at 10:06 PM Cool! This is a great idea--everyone in Victoria should get this app! Reply to this review

★★★★★ André Guérard on Oct 17, 2013 at 8:46 PM Awesome Great way to use new technology to track and report crime Reply to this review

★★★★★ Colette Scrimgeour on Oct 17, 2013 at 1:13 PM Excellent Now if only all Greater Victoria departments could get on board. Reply to this review

★★★★★ Aurora Dahlgren on Oct 17, 2013 at 8:06 AM Great! This is a great start. Every city should have this. Reply to this review

★★★★★ Pete Sutherland on Oct 17, 2013 at 7:17 AM Great idea! Reply to this review

★★★★★ Evelyn Cumbers on Oct 16, 2013 at 11:23 PM Awesome Congrats Victoria. All police agencies should have this Reply to this review

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### **Crime Prevention Initiatives:**

As part of the Crime Prevention Services team, Public Affairs supports Crime Prevention by promoting crime prevention opportunities, participating in crime prevention events, providing design and other material support to crime prevention services events.

The Public Affairs team worked closely with other Crime Prevention programs in working towards making Victoria and Esquimalt safer and well as organizing our own Crime Prevention initiatives.

#### ***Events supported include:***

- School Speed Zone Safety
- Speeding Awareness Day
- Bike to Work Week
- Sign Up Esquimalt Block Watch Blitz

### **Civic Service Awards**

The VicPD Civic Service Award is designed to instantly recognize both citizens and officers who go above and beyond to help make Victoria and Esquimalt Canada's safest region by 2020. In 2013 the Civic Service Award was redesigned into a wooden plaque with embedded award coin.

15 VicPD Civic Service Awards were presented to those who helped others in dire circumstances and/or prevented further crime from taking place. These awards included two women who selflessly rescued a suicidal man, members of D Watch who entered a burning building to rescue residents from a fire that claimed three lives, and a man and his partner who held a prolific property offender for arrest.

## **2) Block Watch** *(Program Coordinator: Bev Stewart)*

The Victoria Police Block Watch Program has been operating in the City of Victoria and the Township of Esquimalt since 2003. The Program encourages neighbours to look out for each other and to become actively involved in taking control of crime in their area. The Block Watch program is administered by a Block Watch Coordinator of Victoria Police Department but its success is dependent on the participants who work together to deter crime and improve their quality of life. By taking a few simple steps, such as being aware of activity in their neighbourhood, citizens are able to enjoy enhanced home security and reduce the likelihood of becoming a victim of crime.



In order to identify potential volunteers for the Program, it is essential that the program be publicized and recognized within a community. In 2012, the VicPD Public Affairs Section was instrumental in helping promote the program through a variety of mainstream media and social media efforts. Bev Stewart also worked with the VicPD Volunteer Coordinator to have the Crime Watch Volunteers deliver Block Watch information to residences throughout Victoria and Esquimalt.

### Safe Communities Grants

Each year, the BC Ministry of Justice offers funding for communities to hold Safe Community Day celebrations. All the Block Watch Captains and Co-Captains have the opportunity to apply for a \$75.00 grant. The requirement to apply for this grant is to organize a crime prevention event to promote safe communities. In 2013, many Block Watch groups in the City of Victoria and the Township of Esquimalt took advantage of this opportunity.

### Communication

Bev Stewart regularly communicates with all the Block Watch Captains and Co-Captains on crime alerts, crime trends and patterns and other information on criminal activity that affects those in the Victoria Police/Esquimalt jurisdiction. She is also developing a newsletter that can be distributed to the various Block Watch members. Bev Stewart also receives many emails and telephone calls from Captains to help address any issues that may come up in their neighbourhoods.

## **3) Volunteer Services** *(Program Coordinator: Karen Wallis)*

Volunteers continue to represent the department in a variety of roles: Crime Watch patrols, Front Desk services, Historical Society Museum duties, Mature Driving presentations, and special projects and community events. In many instances they can be seen as *specialists* in supporting the efforts of VicPD.

### Volunteer Statistics:

- 7,000 hours of volunteer service in 2013. Hours of service have remained steady.
- 82 active volunteers. This figure is up from 66 on December 31, 2012. Increased targeted recruitment strategies implemented. Volunteer numbers fluctuated throughout the year, with a low of 62, ending the year with 82 volunteers.

### ***By the numbers....***

Volunteers contributed  
7,000 hours of service to  
VicPD in 2013.

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## **Volunteer Program Coordination**

Volunteers take leadership roles assisting with the development and coordination of programs. This year, two volunteers took on the role as leads for the vacant Speed Watch coordination role. Another as the Museum Lead, and a third volunteer took charge of calculating various monthly statistical reports.

## **Crime Watch Program**

### *Highlights:*

- Cell(phone) Watch, new ICBC sponsored program: Volunteers monitor driver's use of electronic devices. Similar to Speed Watch, warning letters are sent to the registered owner of the vehicle when the driver is viewed using an electronic device. The public response has been very positive.
- Esquimalt Block Watch Blitz: Volunteers attended neighbourhoods in the Esquimalt Road corridor, distributing crime prevention information packages and encouraging residents to join Block Watch.
- Chief Frank Elsner, Swearing-In Event: Volunteers, along with Reserve officers, played the role of greeters at Chief Elsner's ceremony. This was an important activity in highlighting the significance of our volunteer and reserve members, as part of the VicPD team.

### *General:*

- Van, foot and bike patrol conducted 6 days a week.
- Patrol high-incident areas based on operational intelligence.
- Reported numerous incidents to VicPD:
  - Respond to community concerns.
  - Assist the public to connect with police assistance, such as reporting, follow ups, etc.
  - Auto Crime Reduction: Issued expired plate notices/Auto Crime Prevention Notices on vehicles:
    - 12,464 vehicles checked;

- 
- 1,086 expired plate notices issued; and
  - 4,500 crime prevention notices issued.
- In partnership with ICBC, provided free steering wheel locks to registered owners of top ten stolen vehicles.
  - Distribution of poster/flyers associated with criminal activity, including business break and enters in the downtown core.
  - Home security checks.
  - “Bike Rodeos” - partnering with School Liaison Officers with a focus on bicycle safety.
  - Traffic Safety
    - ICBC annual provincial seatbelt survey.
    - ICBC annual provincial distraction survey.
    - Cell Watch – (as stated above)
  - Speed Watch –attend high crash areas based on community and member referrals. Warning letters sent to high speed vehicles (21 KM over limit.)
    - Three volunteers, along with Kimberly Kelly, CPS Admin Assistant, attended annual ICBC training in Nanaimo
    - Development of operation manual (as stated above);
    - High-crash intersection deployment; and
    - Speed Enforcement Project(s) with Traffic members:
      - Back to School Blitz. Each September at the start of school year.
      - Rockland Neighbourhood Project. Volunteers deployed to areas of concern to gather data for VicPD TSU and the Rockland community association to establish possible action.



- “Two Strikes” Campaign – Deployed as part of multi-jurisdiction day-long exercise targeting high-risk drivers.
- Recruitment/Training:
  - Developed a more targeted-approach in recruitment.
  - With the assistance of Public Affairs, notified public of need for volunteers. Included use of social media.
    - Training held in spring & fall annually.
    - Bicycle Patrol training held annually. Next session Spring 2014

### **Front Desk Services**

#### *General:*

- “Public face” of the department, volunteers greet and assist public.
- Held Front Desk meetings (3), including a workshop on Volunteer Leadership, led by Kimberly Kelley.

### **VicPD Historical Society Museum**

#### *Highlights:*

- Museum Restoration: An enormous amount of time and effort provided by key volunteers in the restoration and cataloguing of exhibits.

#### *General:*

- Continue re-building, operation are now close to full capacity.
- Researched partner opportunities to increase effectiveness of operations.
- Visitors from all over the world visit the Museum each year.

### **Mature Driving**

Trained volunteers provide educational workshops to senior drivers. With the program now operated by COSCO, VicPD’s involvement has diminished. It is likely that our participation will not continue.

#### **4) Reserve Constable Program** *(Program Coordinator: Cst. Dale Sleightholme)*

The VicPD Reserve Constable Program remains a key contributor to daily operations as well as a valuable source of trained and experienced regular officer candidates. The program is recognized throughout the Canadian policing community as a leader in the delivery of community-based Reserve officer policing. Through the Reserve Constable Program, volunteers receive first-hand experience in delivering crime prevention programs to citizens and businesses. The reserves will have contributed over 6,000 hours of service in Esquimalt and Victoria by the end of 2013.

The program is healthy, with 48 Reserve officers on strength and recruitment for the next class to begin in January 2014.

2013 saw six VicPD Reserve Constables hired as regular members in police agencies across Canada, including three at VicPD. Also, two reserves were hired by our 911 communications centre. This is a testament to the quality of officers who join the program, the leadership of program coordinator Cst. Dale Sleightholme, and the valuable experience they gain as a VicPD Reserve Constable.

##### *By the numbers....*

27 Reserve constables joined the program in 2013, bringing total membership to 48.

#### **5) Crime Free Multi-Housing Program** *(Program Coordinator: Cst. Dale Sleightholme)*

The Crime Free-Multi-Housing Program (CFMH) remains a key crime prevention program for VicPD. It is designed to keep illegal activity away from residential multi-family sites through a volunteer-based program that provides certification for multi-family properties of all sizes.

During the year numerous safety talks, tenant meetings and security assessments were conducted by Cst. Sleightholme and the Reserve Constables at buildings throughout Victoria and Esquimalt. The focus for the year was working with existing buildings in the program with one location taking the majority of Cst. Sleightholme's time.

Cst. Sleightholme conducted two managers/caretakers training

##### *By the numbers....*

In 2013, two buildings joined the Crime Free Multi-Housing Program as fully certified.

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sessions which provide essential information on the CFMH program and crime prevention skills. This training is provided with the cooperation support of the Rental Owners and Managers Society of British Columbia.

The most significant development to the CFMH program was the certification of the View Towers apartment building. Cst. Sleightholme spent many hours assisting management, the ownership group and the tenants to identify the issues that are known to cause undesirable activities in multi-family residences. The teamwork and resulting changes are a shining example of what can be achieved by the CFMH program when there is a coordinated effort from all stakeholders.

The past couple of years have seen a shift in the way many apartment buildings are managed. The era of live-in-managers seems to be changing to a more centralized management structure with caretakers responsible for the on-site work while a head office conducts tenant selection and other management duties. In the past, this would make a building ineligible for enrolment in the CFMH program. Cst. Sleightholme has decided to include these buildings and work with management to continue to promote the CFMH techniques and philosophy. It is important to change with the times and continue to include as many of the buildings as possible. Ultimately this change in management philosophy may see a reduction in the total number of buildings in the program. However, we will continue to provide crime prevention advice to all buildings, whether they are included in the program or not.

In addition to the buildings already certified in the program in Victoria and Esquimalt, two more were certified in 2013. Interest in the program remains strong and Cst. Sleightholme is working with a number of building managers and owners on the continued expansion of the program in 2014.

## **Looking Ahead**

2014 is a year of excitement and promise for VicPD Crime Prevention Services and Public Affairs. 2014 also sees Victoria host the Canadian Association of Chiefs of Police annual conference, which will showcase our region to the nation. New versions of the VicPD app with enhanced features are planned as well as continued growth of our social media efforts. Finally, the section will develop and implement a community survey that will better inform our ongoing community engagement efforts.

The combined Crime Prevention Services/Public Affairs team of 109 (including VicPD staff, Reserves and Volunteers) is proud of our accomplishments in 2013 and are looking forward to expanding the reach and effect of our crime prevention efforts in 2014.