#2

COMPLETE

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Q1

BIA Name:

Burnaby North Road BIA

Q2

Contact:

Carolyn Orazietti

Q3

Email:

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Q4

Project Title:

Crime Prevention

Q5

Category:

Partnerships & Advocacy

Q6

Project Description:

All businesses were extremely stressed out with the impact of Covid. In addition to everything else, we were worried about the potential for a huge crime wave in our area. We were watching on the news, that some cities were boarding up their businesses to prevent looting. We did not want to have to resort to this, so we reached out to Burnaby RCMP to get some help. They have always been major helpers in our business area, having run many joint projects before and again they did not let us down, coming up with a business crime prevention program that we completely benefited from.
They increased patrols on foot, bike and car and made up posters for us to place in our windows. I went door to door, taping posters on every single business. We did not experience even one break in. My husband (Paul - Cloverdale BIA) took the program to the City of Surrey, and they adopted it right away as well, since the Surrey RCMP had not yet thought of a crime prevention project. A board member took it to the City of Richmond, who I believe also launched the program.
We got together with the Heights MA and the Burnaby Board of Trade, and ran both of the posters as ads in local community paper, the Burnaby NOW - thanking the RCMP for their partnership and program ingenuity.

Q7

Audience:

The City of Burnaby

Q8

Implementation:

Making business owners and property managers aware of the joint program, putting up posters (two versions) on every store front, running the program info on social media and newsletters, taking out ads in the local paper.

Q9

Results:

We did not suffer one break in to business during the initial wave of Covid, which was a huge relief. It made us proud to see other cities pick up the program, as we have always been grateful of the support that our Burnaby RCMP Detachment have given us. It was great to see them be acknowledged as leaders in this area, and great to see the positive impact their programming had on our business area.

Q10

Cost:

Cost of printing posters and info, plus running ads in local papers - $1200.00