

Name
Alexis Proulx
Your BIA Name
Kamloops Central Business Improvement Association
Email
alexis@downtownkamloops.com
Title of Entry
CAP Team Expansion
Category of Entry
Safety & Security
Project Timeframe
Timeline: May 21st, 2018-September 30th, 2018
Brief Summary (please limit to two sentences)
The Customer Care and Patrol (CAP) Team are a group of downtown ambassadors who aid businesses, tourists, and citizens alike. In 2018, we extended support and partnered with the North Shore Business Improvement Association to have the CAP Team extend to their BIA jurisdiction to help ease safety concerns coming from their members.
Opportunity/Need
<p>The Kamloops Central Business Improvement Association has been serving its Downtown community for 17 years.</p> <p>In 2004, the KCBIA employed 5 students throughout the summer with a new pilot project – the Customer Care & Patrol (CAP) Team. Since 2004, the project has undergone multiple additions, including expanding to year-round operations, and the team has taken on new projects each year. The expansion of the CAP Team to the North Shore Business Improvement Association took place from May 22nd to September 30th, 2018.</p> <p>This program addressed the KCBIA's strategic goals to enhance, sustain and attract business downtown through some of our core values; collaboration, dedication and genuinity. This program addressed the mission of both BIA's involved, creating a vibrant community.</p> <p>During a discussion between the Executive Directors of the KBCIA and NSBIA, the NSBIA shared the negative safety perceptions that surrounded The Shore. With rising safety concerns from businesses, our Executive Director mentioned the CAP Team program and everything the program does to address safety concerns in Downtown Kamloops. The KCBIA proposed the introduction of CAP Team resources on the North Shore as a pilot project to address matters of safety. After the initial conversation, the NSBIA discussed the idea further to see if having the CAP Team on the North Shore would work out and sought out funding opportunities to employ the team on their side of the river.</p> <p>This was an amazing example of our community working together to support each other for the bigger picture. Instead of re-creating the same program, both the KCBIA and NSBIA knew that working together would be beneficial for both BIA's and the community as a whole.</p>
Goal/Objectives
<ul style="list-style-type: none"> - Expand the current CAP Team patrols from Downtown to the North Shore - Address safety hazards, assist businesses, get on cases and cases for RCMP and City By Law

Officers, and provide a uniformed presence on the streets.

- Change existing negative perceptions to positive ones
- Expand the community's knowledge of the CAP Team while branding Downtown Kamloops

Vision: To create a vibrant and safer community on the North Shore

Audience

The main audience for this project, are the business and property owners in the North Shore Business Improvement Association area.

Downtown Kamloops members - making sure that the needs to the Kamloops Central Business Improvement Association continued to be met. The CAP Team is a Downtown Kamloops' program, so the resources dedicated to the Shore needed to be additional resources and not draw from existing resources impacting Downtown Kamloops.

Our partners and sponsors are another important audience: We would not be able to complete this program without them. By expanding the reach of the CAP Team program, we were also able to provide our sponsors with more exposure.

Additionally the customers that shop, eat and live in the North Shore. These customers directly affect businesses. Making the customers feel safer, and providing a visual with someone in uniform, helped customers feel safe any time they came to visit local eateries, shops and services.

Lastly, our tourists. Each year, millions of dollars are invested in Kamloops as a result of tourism. The CAP Team was able to assist in making a stay in The Shore more vibrant and safer.

Implementation

IMPLEMENTATION

Pre-planning

Gained support from the Board of Directors, community partners and local law enforcement to have the team expand to the Shore.

Develop a terms of reference document highlighting the responsibilities of each organization.

In March of 2018, the NSBIA and KCBIA came up with an appropriate budget. This budget included wages, training, uniform, equipment and administrative fees. With this budget, it was determined that two CAP Team Members could patrol five days out of the week.

Decide what hours would benefit The Shore community. Was a typical 9 to 5 Monday to Friday sufficient enough or should weekends be included? The final decision was made based on capacity and normal business hours – Tuesday to Saturday (9AM-5PM)

Operational plan:

Since the program has been in downtown for so long, the team was very established with patrol routes, problem areas and clientele in the KCBIA's jurisdiction area. The KCBIA's business jurisdiction is small and compact compared to the NSBIA's business corridor area which are larger and more spread out. The team would have to do the majority of patrolling through bike grids and some walking. In Downtown Kamloops this was the opposite.

The ambassador portion of the CAP Team program was not required as heavily on the Shore. The team's number one concern on the Shore was to patrol and address safety concerns and act as the eyes and ears for the business community.

Challenges:

Challenges that needed to be addressed pertained to the weather and extreme heat. The team had somewhere to stop in in the morning and for lunch, however, because of the large business corridor and lower buildings (that did not provide for a lot of shade), the team found that cooling off in the hot summer days was more difficult than in downtown where we have larger standing buildings and 2 offices. This was quickly addressed by many businesses welcoming the team into their store for a drink of water and some shelter from the sun (or rain!).

The team had to develop relationships with the business community, customers and vulnerable populations in the NSBIA jurisdiction and create awareness that CAP resources were available on The Shore. They did this by going into each business and introducing themselves to people.

Results

Awareness of the program sky-rocketed within the community. We were constantly hearing from our members on both sides of the river that they had seen us on the other side and happy to have us there: "I think seeing an 'official' presence had an impact on how people felt walking." The support was overwhelmingly positive from both communities.

Out of the different services provided by the CAP Team on the North Shore, the most valued were:

Walking patrols (100%)

Member & business engagement (100%)

SHARPS and public safety hazards picked up or addressed (100%)

Biking patrols (80%)

Total amount of days patrolled: 90 full days

Total people employed throughout the NSBIA area: 2

Stats collected:

Member Contacts: 135

Street referrals: 12

Outreach Support: 5

People moved along from businesses: 24

Needles (opened and unopened): 495

Naloxone needles picked up: 40

Naloxone kits picked up: 9

Condoms picked up: 35

By-law contacts: 6

CMP calls : 11

Citizen & Tourist Assist: 138

Km's walked: 878.14

Km's biked: 1326.88

Hotspots determined: 17

Amount of times those hotspots were visited: 825

Victory Statement

The Customer Care and Patrol (CAP) Team are a group of downtown ambassadors who aid businesses, tourists, and citizens alike. The CAP Team consists of several team members and a team supervisor who promote tourism and safety in Downtown Kamloops. In 2018, we extended support and partnered with the North Shore Business Improvement Association to have the CAP Team extend to their BIA jurisdiction to help ease safety concerns coming from their members.

Please Upload minimum 5 photos and your logo

- [Jon-Patrolling.jpg](#)
- [Jon-Bike.jpg](#)
- [biking.jpg](#)
- [Jonny-Red-Beard.jpg](#)
- [DTK_Logo_Horizontal_FullColour_Teal4.png](#)
- [Matt.jpg](#)

Please upload a PDF file of your submission: (must be 2mb or less in size, please reduce graphics file size if necessary)

- [CAP-Team-Expansion.pdf](#)