



CRIME PREVENTION COMMITTEE (CPC)

THURSDAY, JUNE 26, 2025 AT 6:00 p.m.

CKF Boardroom (2nd floor)
Langley City Hall, 20399 Douglas Crescent

A G E N D A

The land on which we gather is the traditional unceded territory of the Katzie, Kwantlen, Matsqui and Semiahmoo First Nations.

1) **AGENDA**

- a) Adoption of the June 26, 2025 agenda.

2) **MINUTES**

- a) Adoption of the May 22, 2025 minutes.

3) **DISCUSSION**

- a) Committee Name Discussion - Councillor Albrecht

Email vote results:

- a) Community Safety Awareness Committee – received 4 votes
- b) Community Safety Committee – received 4 votes

Included for reference:

- i. Crime Prevention Committee Terms of Reference
- ii. 2025 Crime Prevention Committee Work Plan – adopted by Council

- b) Explore crime prevention slogans for use in campaign / educational poster efforts, ie: “Preventable Crimes”, “Lock Your Car Doors” etc.

4) **RCMP**

- a) Crime Map Analysis – April
Insp. Dave Wise
 - o Property Crime Map
 - o Persons Offenses Map

RCMP report back from May meeting:

Statistics for theft of e-mobility items such as scooters and e-bikes.

5) SUBCOMMITTEE UPDATES

a) Sub-Committee Updates as needed / appropriate:

i. Increase Social Media Presence
Fraser Holland, Jayde Marno

- Council approved up to 8 hours of Communications staff resources for this action item:

THAT Council approve communications staff funding of eight hours, to create graphics and templates to increase social media presence in the community, as per the approved 2025 Crime Prevention Committee Work Plan.

- Consider recruiting additional volunteers from the committee for this initiative
- Communication staff & volunteers scheduled to meet: July 11th at 10:00am

ii. Business Watch
Tanya Gabara, Heather Giuriato, Ken Edwards

iii. Know Your Neighbour Campaign
Lew Murphy, Jeff Jacobs, Don Osborne

iv. Bike Security
Don Osborne

- June 14th Community Day – Bike Valet debrief

v. Block Watch – currently inactive
TBD

vi. Crime Prevention Mural – update:

- Staff confirmed that with the artist approved of the CPC suggested name of the mural “United Communities are Safe Communities”
- A QR code will be displayed beside the mural to lead viewers back to the City’s Crime Prevention website.

6) ROUND TABLE

7) ADJOURNMENT

2025 MEETING DATES

July 31, August – no meeting, September 18, October 23, November 27, December – no meeting. * indicates the meeting is rescheduled from its usual date

Please notify Paula Kusack at pkusack@langleycity.ca if you are unable to attend the meeting.

CITY OF
LANGLEY



MINUTES OF THE CRIME PREVENTION COMMITTEE

HELD IN THE CKF BOARDROOM
LANGLEY CITY HALL
20399 Douglas Crescent

THURSDAY, MAY 22, 2025

AT 6:03 P.M.

- Present: Councillor Paul Albrecht, Chair,
Heather Giuriato, Downtown Langley Business Association
Fraser Holland, Social Services Representative
Jeff Jacobs, Member at Large
Jayde Marno, Youth Representative
Lew Murphy, Member at Large
Don Osborne, Member at Large
- Staff: Paula Kusack, Deputy Corporate Officer
Cpl. Rob Roffel, RCMP
- Regrets: Councillor Mike Solyom, Co-Chair
Ken Edwards, Member at Large
Tanya Gabara, Chamber of Commerce
Stefan Jones, Indigenous Peoples Representative

The Chair began by acknowledging that the land on which we gather is on the traditional unceded territory of the Katzie, Kwantlen, Matsqui and Semiahmoo First Nations.

1) **ADOPTION OF AGENDA**

It was MOVED and SECONDED

THAT the May 22, 2025 regular meeting agenda be adopted as circulated.

CARRIED

2) MINUTES

It was MOVED and SECONDED

THAT the April 24, 2025 minutes of the Crime Prevention Committee meeting be adopted as circulated.

CARRIED

3) DISCUSSION

a) 2025 CPC Mandate / Committee Name Discussion – Councillor Albrecht

The Chair confirmed that Council adopted the Crime Prevention Committee's Terms of Reference and 2025 Work Plan and welcomed suggestions on a new committee name to better reflect interconnection within the community, and a more inclusive, welcoming community.

The Committee discussed different name options and terminology, and how to capture the elements of awareness and safety. The Committee voted on four options suggested, and agreed to put forward two options for consideration of the membership:

1. Community Safety Committee, and
2. Community Safety Awareness Committee.

ACTION: Staff to circulate the above two options for renaming the Crime Prevention Committee to all committee members, for consideration of a vote at the next meeting:

ACTION: Staff to prepare an updated Terms of Reference, with consideration given to a name change, for the Committee's consideration at a future meeting.

There were no suggested changes to the Committee's 2025 Work Plan.

4) RCMP

a) Crime Map Analysis – April

Cpl. Rob Roffel, RCMP, updated the Committee on the property crime map, noting a decrease in residential break and enters, an increase in commercial break and enters, and a downward trend on automobile thefts.

ACTION: The Committee requested statistics for theft of e-mobility items such as scooters and e-bikes and suggested exploring crime prevention slogans for use in campaign efforts. The RCMP will inquire and report back at a future meeting.

In response to questions, the Committee was informed that the RCMP work with local service providers to help citizens access shelter or mental health services,

as part of call response, and when a fire is intentionally set, regardless of value of damage, it is classified as arson.

ACTION: Staff to add an addendum to the Crime Prevention Committee Work Plan action items to record various education poster topics (i.e. “preventable crimes,” “lock your vehicle,” etc.).

Cpl. Rob Roffel updated the Committee on persons offences noting a decrease in assaults and sex offences and commented on how mental health calls are categorized.

In response to questions, the Chair noted that Council continues to advocate to the Province to implement the Car 67 Program in Langley City. Members were informed that funding and resources to support the program is a challenge.

5) **SUBCOMMITTEE UPDATES**

a) Sub-Committee Updates as needed / appropriate:

i. Increase Social Media Presence

Staff informed the Committee that Council approval was required for communications staff to develop branding materials.

IT was MOVED and SECONDED

THAT Council approve communications staff funding of eight hours, to create graphics and templates to increase social media presence in the community, as per the approved 2025 Crime Prevention Committee Work Plan.

CARRIED

Jayde Marno, Youth Representative, informed the Committee that efforts are underway to explore opportunities to align with other campaigns, such as ICBC’s monthly safety campaigns. The Chair suggested that the Committee brainstorm suggestions for monthly activities, once branding is authorized and complete.

ii. Business Watch

i. Know Your Neighbour Campaign

ii. Bike Security

Regarding the Bike Valet Program, the Chair advised the Committee that:

- staff was successful in securing a \$21,000 grant for equipment to establish the program and that staff are currently costing equipment;
- the program will be made available to community groups for fundraising efforts, with a kit provided; and

- once Skytrain is completed, Council will explore making a permanent bike valet location to support community fundraising efforts.

The next bike valet event is at the June 14, 2025 Community Day and volunteers are needed between 10:00 am and 7:00 pm.

Don Osborne, Member at Large:

- noted that he utilized an app at the April Earth Day bike valet event to successfully register users with the 529 bike registration on site; and
- requested committee campaign materials be provided to volunteers for the Community Day event in June.

ACTION:

Staff to prepare Crime Prevention materials for the June 14, 2025 Community Day event, and forward an email to the Committee seeking volunteers for the bike valet program.

iii. Block Watch – current inactive
No update

iv. Crime Prevention Mural – update

The Chair informed the Committee that Council endorsed the mural and requested the Committee consider a title to be included with the artist's mural. The Committee made suggestions, and it was agreed to proceed with "United Communities are Safe Communities".

ACTION:

Staff to confirm the crime prevention mural will include a banner titled "United Communities are Safe Communities" and develop a QR Code to lead viewers to the crime prevention page on the City's website.

6. ROUND TABLE

In a roundtable, the Committee commented on:

- the June 11, 2025 Citizens Assembly community outreach event posted on social media focused on bringing the community together to create solutions to improve well-being;
- discussing at a future meeting, how best to communicate with the public regarding crime statistics; and
- inviting a representative from Ishtar Women's Resource Society to join the Crime Prevention Committee as a social services representative.

ACTION:

Staff to add to a future meeting agenda, a discussion on public messaging related to crime statistics.

ACTION: Fraser Holland to provide staff with contact information for a representative from ISHTAR Women's Resource Society, to invite them to the Crime Prevention Committee.

7. ADJOURNMENT

It was MOVED and SECONDED

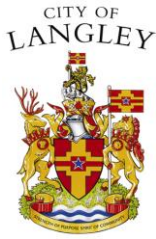
THAT the meeting be adjourned at 7:22 p.m.

CARRIED

CHAIR

Certified Correct:

DEPUTY CORPORATE OFFICER



Terms of Reference Crime Prevention Committee (CPC)

1.0 Background:

Crime Prevention

Crime prevention looks at people who are not involved in criminal activity and asks, “What can we do to make sure they never come into conflict with the law?” Crime prevention also looks at places and situations which are not yet troubled by much criminal activity and asks, “How can we make sure crime never becomes a significant problem here?”

Crime prevention can be broken down into people-, place- and situation-oriented strategies. The people-oriented strategy is usually known as “crime prevention through social development,” or CPSD¹. Place-oriented strategies are known as “crime prevention through environmental design,” or CPTED². When combined with situational approaches, these strategies form a holistic and effective crime prevention package.

Situational crime prevention looks at particular circumstances in which people interact with one another and with the built environment, identifies particular risky combinations, and looks for solutions specific to those situations. Solutions may include:

- Increasing the effort required to commit a crime, making it less attractive;
- Increasing the risk of being caught;
- Reducing the potential rewards of crime;
- Reducing provocations and temptations;
- Removing excuses for committing crime.

¹ CPSD involves long-term, integrated actions that deal with the root causes of crime. It aims to reduce risk factors that start people, particularly children and youth, on the road to crime, and to build protective factors that may mitigate those risks. CPSD works at making people healthy, responsible and resilient and promotes community values about non-violence and respect for other people and their property, and helps young people resist peer pressure and make good decisions.

² CPTED relates to places and things, the “built environment,” which can be either targets of criminal activity or the location where crime takes place. The proper design, effective use and maintenance of the built environment can lead to a reduction in the incidence and fear of crime, and an improvement in quality of life. Through the effective use of CPTED principles, crime, nuisance behaviour and the fear of crime can be reduced.

Some of these solutions involve a combination of people-oriented and place-oriented strategies that overlay with crime prevention through social development or environmental design.

Community Defense Model Program

This model is characterized by a collective effort of neighbourhood residents who can be organized to act collectively in an effort to reduce the opportunity for crime by assuming a more vigilant and proprietary concern over their neighbourhood. Principles include:

- Community-based;
- Informal social control;
- Local collective action;
- Behaviour reinforcement or modification;
- Situational crime prevention measures.

A community was suffering from a number of problems including drug trafficking, vandalism, litter, burglary, derelict housing stocks, etc. A consortium of local residents, community groups, as well as police and city agencies organized a 'block club', established to take ownership, resolve neighbourhood issues and to nurture social cohesion and informal social control. Residents were organized and trained by the police to identify, record and report suspected criminal activity on their blocks. Residents also worked with faith-based group to develop standards of conduct for the community.

2.0 Mandate:

The mandate of the Committee includes:

- Continuing to advance media messaging around crime prevention and community defense model programs in collaboration with the City's Communication Officer
- Continuing with the "Know Your Neighbour" campaign concept
- Recommend crime prevention programs that facilitate crime reduction
- In partnership with the Community Police Office, promoting and educating residents about existing RCMP programs such as Block Watch, crime prevention such as CPTED, and community defense model programs such as neighbourhood gatherings.
- In partnership with the Community Police Office, Downtown Langley Business Association and Chamber of Commerce, promoting and educating business owners about existing RCMP programs, crime prevention, and community defense model programs.

- Requesting presentations from the RCMP and local non-government agencies to educate members about on Crime Prevention and Community Defense Model programs, strategies, and issues.
- Aligning with the strategic plan in creating new protective and supportive services through exploring opportunities for the Community Liaison Officer, Block Watch and other activities that help everyone feel safe and supported.

3.0 Composition:

3.1 Membership will strive to reflect the diversity of the community, with experience, knowledge, and expertise applicable the Committee's mandate taken into consideration.

3.2 Membership:

- Two non-voting members of City Council to be appointed by Council who will act as Chair and Co-Chair of the Committee
- Six Community-at-large members to be appointed by City Council
- One member from the Downtown Langley Business Association
- One member from the Greater Langley Chamber of Commerce
- One member from the youth community
- One member representing the Indigenous community
- Two members representing Langley City social service providers

3.3 Chair Responsibilities:

- Facilitating meetings in accordance with rules of procedure outlined in the current Council Procedure Bylaw;
- Ensuring the Committee does not deviate from the agenda for the meeting;
- Maintaining decorum and respectful discussion;
- Encouraging participation in discussion topics and questions;
- Being open-minded and allowing for a variety of opinions to be heard;
- Calling for votes and/or seeking consensus as applicable;
- Working alongside the Staff Liaison to guide the Committee towards fulfilling tasks/projects identified in the Annual Work Plan and presenting reports to Council, as applicable;
- Acting as spokesperson for the Committee to Council.

3.4 Member Responsibilities:

- Attending and actively participating in meetings as scheduled;
- Being prepared for meetings (reading agenda material prior to meetings)
- Engaging in collaborative, respectful discussions relating to topics on the agenda, including sharing thoughts, opinions, and recommendations;
- Maintaining an open mind and allowing for a variety of opinions to be heard;
- Voting on motions that are put forward by Committee members;
- Notifying the Staff Liaison in a timely manner if they are unable to attend a scheduled meeting.

3.5 In addition to chairing meetings in the absence of the Chair, the Co-Chair may assume chairing duties when deemed appropriate by the Chair.

3.6 Representative(s) from the affiliated agencies/organizations will be requested to provide expert advice when deemed appropriate to assist the Committee to fulfill its mandate.

4.0 Administration:

4.1 A Staff Liaison will be assigned by the Chief Administrative Officer to provide advice as necessary and assist the Committee in carrying out its mandate.

Staff Liaison Responsibilities:

- Arranging and/or providing annual orientation for the Committee members;
- Coordinating preparation of the Committee's Annual Work Plan for approval by Council in January of each year; ensuring Work Plans are in alignment with goals identified in Council's current Strategic Plan;
- Working with the Committee to set timelines for deliverables identified in the Annual Work Plan;
- Scheduling the Committee's meetings;
- Determining agenda items for each Committee meeting with the Chair and relaying to the Committee Clerk for agenda production purposes;
- Attending meetings to providing technical advice and assistance to the Committee;
- Preparing reports in coordination with the Chair to bring forward recommendations of the Committee to Council for consideration.

4.2 A Committee Clerk will be assigned by the Staff Liaison to provide administrative support to the Committee.

Committee Clerk Responsibilities:

- Coordinating and producing all meeting agendas in compliance with requirements of the current Council Procedure Bylaw as they relate to City Committees;
- Attending meetings to take minutes and providing procedural advice to the Chair when requested;
- Producing and circulating minutes of meetings in compliance with requirements of the Current Council Procedure Bylaw as they relate to City Committees;
- Maintaining the official files of the Committee including minutes, agendas, policies, terms of reference, correspondence and other file information, in accordance with the City's records management practices.

4.3 Additional staff and/or consultants may be invited to provide technical advice and assistance.

5.0 Meeting Procedures

Meetings will be conducted in accordance with the City's current Council Procedure Bylaw.

6.0 Reporting Structure:

The Committee will report to City Council through distribution of its minutes and by making recommendations to City Council.

7.0 Accountability:

7.1 The Committee is accountable to City Council.

7.2 In accordance with Council Policy CO-79 Advisory Bodies, the committee shall, in January of each year, prepare and submit to Council for approval, an annual Work Plan outlining the task(s) to be accomplished by the committee during the year. Any updates to the Work Plan shall be submitted to Council for approval.

7.3 The Committee does not have the authority to give direction to staff or to commit to expenditures of funds. Action recommended by the Committee must be done so by resolution to City Council and with their approval prior to implementation.

7.4 The Committee may undertake multiple initiatives. However, the Committee shall undertake only one initiative at a time if staff resources are required.

8.0 Meetings:

The Committee will meet on a regular basis at the call of the Chair.

9.0 Quorum:

9.1 A quorum shall be a majority of the total voting membership.

9.2 In the event that a member or members leave(s) the Committee, during the period of time between when the position(s) is/are vacant and the position(s) is/are filled, quorum will be determined based on the total number of remaining voting members.

10.0 Terms:

10.1 The Committee's membership is ongoing and any external membership on the Committee will be reviewed as required to fill vacancies and ensure effectiveness of the Committee.

10.2 Council may terminate appointments at its discretion.

2025 Work Plan

Crime Prevention Committee

Mandate

The mandate of the Committee includes:

- Continuing to advance media messaging around crime prevention and community defense model programs in collaboration with the City's Communication Officer
- Continuing with the "Know Your Neighbour" campaign concept
- Recommend crime prevention programs that facilitate crime reduction
- In partnership with the Community Police Office, promoting and educating residents about existing RCMP programs such as Block Watch, crime prevention such as CPTED, and community defense model programs such as neighbourhood gatherings.
- In partnership with the Community Police Office, Downtown Langley Business Association and Chamber of Commerce, promoting and educating business owners about existing RCMP programs, crime prevention, and community defense model programs.

Requesting presentations from the RCMP and local non-government agencies to educate members about on Crime Prevention and Community Defense Model programs, strategies, and issues.

- Aligning with the strategic plan in creating new protective and supportive services through exploring opportunities for the Community Liaison Officer, Block Watch and other activities that help everyone feel safe and supported.

Objectives

Identifies objectives that align with the Crime Prevention mandate and terms of reference. Please note, after Council approves this work plan, any updates/adjustments to the work plan are to be submitted to Council for approval.

Objective 1: Increase Social Media Presence

This objective aims to target promotion of crime prevention programs / initiatives, specifically reaching youth and at-risk residents. It aligns with the mandate related to continuing to advance media messaging around crime prevention and community defense model programs.

Objective 2: Business Watch

This objective aims to raise crime prevention awareness and action in the business community. It aligns with the mandate to utilize partnerships with the Community Police Office, Downtown Langley Business Association and Chamber of Commerce to promote and educate business owners about existing RCMP programs, crime prevention, and community defense model programs. This year work will focus on a Business Watch pilot project involving participation from the DLBA businesses on the Fraser Highway one-way. The intention is to connect neighbouring businesses using a Block Watch modelled program.

Objective 3: Crime Prevention Mural

This objective aims to promote / educate the public about crime prevention visually using an artistic medium. This initiative was approved by Council in 2023 and is wrapping up with installation anticipated in Q3 of 2025. It aligns with the mandate relating to advancing media messaging around crime prevention.

Objective 4: Block Watch

This objective aims to promote and expand participation in the established RCMP program. The program lost participation when it was shut down due to covid. It has since been reestablished and is gaining momentum. It aligns with the mandate related to partnerships with the Community Police Office to promote and educate residents about existing RCMP programs and crime prevention.

Objective 5: Know Your Neighbour Campaign and related activities

This objective aims to continue to educate residents on the importance of community connectedness and the benefits of a collaborative 'neighbourly' approach to maintaining safe neighbourhoods. The mandate speaks directly to continuing the "Know Your Neighbour" campaign concept. Executing neighbourhood events to bring residents together to get to know one another will be a focus this year.

Objective 7: Bike Security

This objective aims to continue to educate, promote and advocate for effective public bike racks and safe parking/storage places for bicycles around town. With an increased sense of safe and reliable bicycle parking, residents are more likely to increase their usage of this alternate mode of transportation. This objective relates to the recommendations of crime prevention programs that facilitate crime reduction. The group will focus on promoting registration into the antitheft & bike recovery program, 529 Garage.

Action Plan

Action Items	Timeline	Responsibility	Expected Outcomes	Resources
Identify specific action items integral to the stated objective	Identify estimated timeline and/or end date for action items.	Identify working groups, subcommittees, and/or committee member(s) responsible for completing each action item, as appropriate.	Outline expected achievements and deliverables from each action item. Ideally, these are measurable indicators of success.	Identify any resources (e.g. staff liaison, other City staff, City funds) that will be needed in order to complete the action items.
1. Increase Social Media Presence				
A. Formation of social media presence (branding)	Q2 - ongoing	Subcommittees TBD	Connect with youth, at-risk residents, and others of varied backgrounds / demographics	Communication staff to format on existing City templates and schedule posts on social media channels
B. Consider how to layer social media into every crime prevention action/objective	Q2 - ongoing		Include social media posts promoting all the crime prevention work	Communication staff – schedule posts on social media
C. Reach people / communicate / educate – utilize survey software, polls	ongoing		To get better data and feedback to drive specific initiatives and activities more effectively	Possible budget for specific social boosts
2. Business Watch				
A. Create information piece to advise DLBA / Chamber about initiative	Ongoing	Subcommittee	More engagement and participation of the business community in crime prevention	DLBA / Chamber participation
B. Collaborate with DLBA / Chamber to inform business community of new initiative	Q1 & 2 – Ongoing	Subcommittee	More engagement and participation of the business community in crime prevention	
C. Block Walk Event – in person visits from business to business sharing information	Q3 - Ongoing	DLBA / Chamber	More engagement and participation of the business community in crime prevention	
3. Crime Prevention Mural				
A. If approved by council – proceed with mural installation	Q2 or Q3	Council & Staff	Share crime prevention awareness visually	Staff resources as directed by council
B. Integrate into the DLBA mural program			Inclusion in Mural Walk	DLBA resources to include new mural

Action Items	Timeline	Responsibility	Expected Outcomes	Resources
Identify specific action items integral to the stated objective	Identify estimated timeline and/or end date for action items.	Identify working groups, subcommittees, and/or committee member(s) responsible for completing each action item, as appropriate.	Outline expected achievements and deliverables from each action item. Ideally, these are measurable indicators of success.	Identify any resources (e.g. staff liaison, other City staff, City funds) that will be needed in order to complete the action items.
4. Block Watch				
A. Support and promote program at community events & through social media	Ongoing	Subcommittee TBD	Grow the Block Watch program participation.	RCMP – resource material / attendance at events
5. Know Your Neighbour Campaign (KYN)				
A. Gather and create materials / information and continue to support KYN concept – share with public at events B. Reach out to strata/condo type of residences to promote creating safe micro-communities	Ongoing	Subcommittee	Continue to grow awareness of the benefits of community connectedness into all initiatives and thereby reduce crime Focus on promotion of Crime Stoppers & 529 Garage programs	
6. Bike Security				
A. Bike Valet Project at Earth Day and/or Community Day Event(s)	Q2 & Q3	Subcommittee	Education / Awareness of bike security and 529 Garage (antitheft and bike recovery program)	City event staff Possible need for budget for promotion

Notes:

The advisory body may undertake multiple initiatives; however, if staff resources are required, the advisory body shall undertake only one initiative at a time.

The advisory body does not have the authority to give direction to staff or to commit to expenditure of funds.

Action recommended by the advisory body must be done by resolution to City Council and with their approval prior to implementation.

Educational poster topic ideas:

- Preventable Crime
- Lock your car doors
- Importance of Hydration during warm weather
- Awareness of safety issues - E-mobility charging demands in older buildings (potential fire)

Increase Social Media Presence Subcommittee

Communications Staff & CPC Subcommittee meeting:

*the following is provided as an outline and Communications staff time would be subject to operational availability and authorization from the Chief Administrative Officer.

Background:

Currently the crime prevention committee is using physical posters to promote some of the awareness pieces about crime prevention. They do not have a social media account and would like to reach a different demographic by using the City of Langley's social account. The Terms of Reference for the committee states they can use the City's services (an appropriate amount).

Timing:

They are looking to set up one post a month (on all platforms that are appropriate) aligned with the general themes of crime prevention for that month. For instance, December is national crime prevention month for auto thefts.

What does success look like:

Since they don't have an account right now, anything on social that gets views is more reach than they have had to date. It would be good to capture what the views on their posts are compared to our other posts and report these back to them after 3 months or so, this way they can plan to revise as appropriate. These would be good for us to capture for our measurement as well.

Planning:

This group is meeting with the crime prevention committee at the end of January and will discuss with them then about the themes they would like to cover for each month. There will likely be nothing for January and so these will start in February. I've asked them to provide a simple outline of each month and the theme for now. They are flexible with timing each month so I suggest we jot them down in our content calendar in advance and move around to accommodate our other planned posts. We can then let them know when their posts will be going out. They have agreed to give us the post content (specific wording) two weeks out before the scheduled post. We will then revise and post (we can give them a heads up but it seemed like they would be okay with any changes we'd need to make).

Branding:

They agreed it would be good to showcase these posts are coming from the committee, but didn't have a plan on how to do this, nor does it look like they have the expertise for this. This is a one time branding need. We could also consider a hashtag #crimepreventionlangley type idea so that these are all connected in some way.

Call to action:

We discussed that it would make sense to have the post link back to some place (I believe you mentioned this in your email exchange with them). For consideration, does

this mean they need to create content for a few pages on our website? They could be the content creators and we could review as appropriate. No decision made on this.

Next steps:

- The CPC (crime prevention committee) will send us a plan in January with key themes for March and will share more after then. Ideally, a years calendar of posts.
- We will schedule a day for the post, and let the team know the dates.
- The CPC will provide content for the posts and we will revise as appropriate.

Questions addressed:

1. Is the LC account able to repost content from the RCMP social accounts?
 - No, we have strayed away from posting many external partners posts. Exceptions are typically for programs/events that are taking place on City property and/or organizations/partners that may receive funding from us.
2. Can we support with branding the CPC social posts? Approximately 11-12 a year – one/month
 - This is doable should they provide ample notice and provide the information that is needed to supplement the social media posts on our website.
3. The form we sent that was more geared towards a media release request felt a bit daunting, is that amount of information needed, or can we send them a revised request form?
4. ideally the form is filled out. If there are areas that are not applicable they can write n/a. Our comms team can also look into creating a more simple and straightforward form.
5. Who should supply the graphics/photos for the posts?
 - Since they are in community, if the CPC members can supply the graphics to supplement the posts that would be great. Real and authentic photos are preferred so they are the best source to ask for these photos. However, depending on the quality and composition of the photo, if it is not optimal, Comms staff can pull from Adobe Stock.
6. Can they email you directly, or does this all need to go through Paula? They are comfortable with either approach.
 - Please go through Paula if staff resource utilization has not been approved by council.

Estimated time required:

I estimate for the one-time branding it would take Lesley between 5-8 hours. Then for the creation of the graphics with the pre created templates, approximately 2 hours per month depending if all improvisation provided for the month is provided in full, requiring less back and forth communication., and the extent of the request.

Bike Valet - Langley City Community Day June 14th , 2025

Thanks to all the LC staff who assisted in setting up, operating and tearing down the Bike Valet for this event. All went very well and there were no issues with infrastructure or material.

The event was well attended this year as many took advantage of the weather and opportunity to see many of the exhibits that were present this year.

This year, there were 2 tables, one for Bike Valet (BV) registration , the other for Crime Prevention (CP). The Crime Prevention table was not staffed with resources as the intention was to increase community awareness and for attendees to pick up appropriate brochures as needed.

General comments and observations regarding both the BV and CP are as follows;

Bike Valet

- 1) The total number of bikes parked this year was 32 compared to about 12 last year.
- 2) Social media was effective in substantially increasing the number of bikes. Bike organizations such as HUB also encouraged their local members to use the BV services
- 3) Overall signage was good as many that walked by stopped to enquire about the service and would consider for the next event,
 - *Have a pamphlet indicating future events where LC will have a BV available*
- 4) Some were confused by the words Bike Valet and whether the service was free or not. As the bikes were secured in the pickle ball court out of sight, some were confused as to what was being provided.
 - *Table banner which states FREE SECURE BIKE PARKING*
- 5) The sandwich boards for BV direction were an excellent idea both in terms of directing attendees to the valet and also increasing the overall awareness of providing a BV. The orange color was a nice added touch being very visible. Not sure if these signs were also located along the perimeter of the event as a few found it difficult to find.
 - *Added BV directional signage along the outside of the event*
- 6) Using a “self park” concept count down on required resources to operate the BV requiring 2 people at a minimum. The advantages of self park far outweigh staff parking both in terms of locating a bike and liabilities associated with securing the bike to a bike rack. Some, however, were unsure as to how to attach a bike to the rack. It was also worth noting that when it got busy, there was a tendency to cut corners. (Example: a family shows up with 4 bikes are given 1 ticket or BV staff forget to collect all the tags or confirm the numbers of the user ticket and BV tag).
 - *Ensure process is followed and each bike has a tag and that both the user ticket and tag are collected*
 - *The sign in sheet can list one person responsible for the family*
 - *Continue to use the self parking model*
- 7) One individual lost his tag and although he knew where his bike was parked, staff were able to verify his number through the name/ phone number registration. Only a few took photos of their tickets for presentation,
- 8) For bike registration, no one had issues providing both first name and cell number.

9) Re: 529 - It was a bit of a surprise to hear the number of attendees who had a previous bike stolen. Several shared their concerns as to why they would not ride into the city and park their bike for fear of it being stolen.

Some had no idea as to what the 529 program was about. 5 people registered for the 529 program on site and were given a sticker. Others said they would register later and took a pamphlet and pickup a sticker at Tims Community Center once registered. Overall, 529 was well received. When it was busy, 529 discussions were not possible.

- *Depending on resources, consider having a dedicated person / Table to promote 529.*
- *Background info on the success of the 529 program to encourage people to sign*
- *Ensure info desk @ Tims has stickers and knowledge as to when to provide them*

10) Having a City of Langley Canopy, several dropped by to ask about up and coming City events. Having no information, attendees were directed to the event information booth.

- *Consider having a brochure with up and coming events including a link to the city's web site.*

CRIME PREVENTION

1) Approximately 25-30 people stopped by to see what was being provided. A few picked up pamphlets and a larger number picked up trail maps. When there was an opportunity to engage in conversation, several shared stories and suggestions regarding community safety. In some cases, it was obvious people wanted more information or had questions/ concerns but as the table was not staffed, no one was there to help when BV attendees took priority. No one scanned the QR code for more information.

- *Have a table banner stating COMMUNITY SAFETY AWARENESS*
- *When feasible, consider having resources to staff the table to gain further insight into the needs of the community*

GENERAL

1) Having a separate bin for BV and Crime Prevention material was helpful in both laying out material before the event.