

Neighbourhood WATCH London Statement of Growth and Need December 2011

Introduction

The purpose of this paper is to document Neighbourhood WATCH London's contribution to London's communities and its taxpayers, to provide realistic current and projected funding needs, and to describe the potential loss to London's communities if NWL is not awarded an increase in funding.

Neighbourhood WATCH London has been through some significant and positive changes over the past two years, including a change in leadership with the addition of Hope Clark, the Executive Director for the organization since 2009, and new software programs that enable the organization to reliably track and report on crime statistics and locations within the city.

As a result of the new software systems, NWL is able to demonstrate the financial contribution it is making to the City of London. For example, in 2010:

- NWL saved the City of London \$5.6 million dollars in policing costs due to a 7% reduction in Break and Enters (in areas covered by Neighbourhood Watches) in 2010. The policing budget for 2010: \$80 million, divided by 7% = \$5.6 million
- NWL saved the city of London \$58,000 in graffiti clean-up costs through the NWL Graffiti Go! Program. 2010 = 558 Bottles of Graffiti Go given away/picked up from our office ONLY, not including the summer program
- We also know from our new reporting system that out of the City's 114,000 homes – NWL consists of 35,000 which are 31% of the City and growing.

The value of initiatives like Neighbourhood WATCH London is being understood by London's leaders. City of London Mayor Joe Fontana has this to say about Neighbourhood WATCH London:

"London is a community that takes care of its people, which values its citizens and works together to develop safe and strong communities and neighbourhoods. We are all committed to ensuring a good quality of life for everyone and that includes promoting crime prevention and actively watching out for each other. It's what good neighbours do. Neighbourhood Watch is an effective and proactive community initiative that makes a positive difference in our lives."

What is Community Policing?

According to Wikipedia, community policing is "... a policing strategy and philosophy based on the notion that community interaction and support can help control crime and reduce fear, with community members helping to identify suspects, detain vandals and bring problems to the attention of police."

Neighbourhood WATCH strategies reflect community policing principles and best practices. The concept of policing has changed over the years, going from a community-based effort in which police walked among members of the public and got to know them, to a more reactive model in which police time was spent exclusively responding to emergency calls. The pendulum is now swinging back again. All levels of government and public officials are beginning to embrace the benefits of community policing efforts. R. A. Maginnis, in his article entitled "The VALUE of Community Policing" notes "If you ask a member of the public what they would prefer, the prevention of crime, or the investigation of crime after it has happened to them, there is no doubt what their answer will be." (Source: <http://www.communitypolicing.ca/about-us/cpac-value>)

According to the **Community Policing Advisory Council**, (CPAC), an organization that began as an umbrella organization of 134 Community Policing Committee's throughout Eastern and Central Ontario and that became a provincial body in 1995, effective community policing or Neighbourhood WATCH initiatives are responsible for:

- Reducing preventable crime and reducing residents perceptions about crime
- Enhancing a sense of cooperation and responsibility between neighbours
- Encouraging the reporting of crime or suspicious activity
- Strengthening police community relationships
- Improving the level of security in the community

And these initiatives provide results. Maginnis further notes, in the same article cited above, that:

"The billions of dollars spent on policing in the dominion of Canada are almost entirely spent on reactive policing with an extremely small portion spent on proactive policing. In the late 1980s the concept of Community Policing as we know it was born. This is an innovative way for police services to have low-cost proactive policing. This concept is well received by the public who wholeheartedly join the Community Policing effort."

The history of NWL

London has a history of community policing. In London, the community policing initiative is known as Neighbourhood WATCH. The Neighbourhood WATCH Program in London, Ontario started in 1983 with a single Watch Area established by a concerned citizen whose home had been broken into. Today, it has over 450 Neighbourhood Watch Areas, involving more than 30,000 households which encompass over a third of the City of London. In 2000, Neighbourhood WATCH became incorporated as a non-profit charitable corporation. Its official corporate name is Neighbourhood WATCH London and the organization has been issued its letters of patent through the provincial government. As such the organization's powers are written into its objectives and formalized into its By-laws.

The goals of Neighbourhood WATCH London are to:

O – Observe: Neighbours should know what is normal and what is out of the ordinary. Neighbourhood WATCH London helps neighbours observe their neighbourhood.

A – Acknowledge: Neighbours acknowledge their neighbours. Good neighbours also acknowledge those people they don't know. They let possible intruders know they have been seen and observed.

R – Report: We report suspicious activity and allow the police to take the best course of action as they see necessary. Police cannot respond to community problems if they are unaware of them.

S – Share: Sharing information with the police and with your neighbours is a key to success. Knowledge is a powerful positive tool that prevents crime.

Neighbourhood WATCH London works towards its mission in collaboration with:

- London residents interested in starting a Neighbourhood WATCH program
- London residents involved with a Neighbourhood WATCH program
- Media responsible for relating information about issues and developments in crime and crime prevention
- Individuals, groups and agencies that provide crime prevention related programs and services to the community
- Other corporations and businesses wishing to become involved with crime prevention
- Governments responsible for the establishment of public policies in regards to crime and crime prevention
- London Business owners interested in starting a Neighbourhood WATCH program

How and why did Neighbourhood WATCH London (NWL) evolve?

The Neighbourhood WATCH Program in London Ontario started in 1983 with a single Watch Area established by a concerned citizen whose home had been broken into. Today, we have over 450 Neighbourhood Watch Areas, involving more than 30,000 households which encompasses over a third of the City. In 2000, Neighbourhood Watch became incorporated as a non-profit charitable corporation. Its official corporate name is Neighbourhood WATCH London.

Neighbourhood WATCH London Mission:

Neighbourhood WATCH London, in association with the London Police Services and the City of London, works together with London residents to develop safe and strong communities through community cooperation and communication. Neighbourhood WATCH London acts as a force for community building and provides measures to reduce the opportunity for crime to occur, through the active participation of the City of London in crime prevention and with the support of its corporate sponsors. We solidify relationships, encourage strong community involvement and bridge the gaps of communication.

How has the environment in which NWL initiated changed?

The concept of community policing, or of the community and the police working together to make communities safer, has gone in and out of fashion over the years. At present, it appears as though there is an interest in moving back to community policing principles.

Where community policing initiatives have been put in place, such initiatives are considered to have "...developed incrementally, determined more by the availability of grant funding and the need to appease certain neighborhood groups than according to any strategic management plan." In addition, "[t]rue community policing represents a highly labor-intensive approach. Foot patrol--a key component--was abandoned by prior generations because it was not a cost-effective way to deliver police services."

<http://www.lectlaw.com/files/cjs07.htm>

According to another source, "In a recent evaluation of community policing programs in eight cities, the Vera Institute found that all of them experienced great difficulty in establishing a solid relationship between the programs and neighborhood residents (Grinc, 1994; Sadd and Grinc, 1994). Efforts to do so floundered in part on decades of built-up hostility between residents of poor or minority communities and the police. Distrust and fear of the police were rampant in many of the neighborhoods where community policing was instituted."

It is acknowledged that as the costs associated with the provision of police services continue to rise, the need for community initiatives led by community organizations such as NWL is growing – as NWL and initiatives like it provide cost-effective solutions.

How has this change affected NWL?

Neighbourhood WATCH London is seeing the effects of the trends noted above. The activities of NWL have increased significantly over the past few years and these trends are expected to continue into the future, especially now that London has shown increased commitment to and interest in meeting the needs of its newcomers and immigrants. The expansion of NWL's already stretched resources to promote inclusion and a sense of community within areas of London where immigrants are settling in higher numbers is very timely and would assist in building bridges between London's policing community and its residents. NWL currently has brochures translated into Spanish, Arabic, Chinese and French. Copies of these brochures are limited due to the stretched budget. Community Presentation for newcomers has increase by 50% since 2009 and requests from these groups continue to increase.

Neighbourhood WATCH London – Scope and activities

Over the past two years, Neighbourhood WATCH London (NWL) has experienced significant growth within its programs. Currently, the NWL programs include:

- Neighbourhood WATCH London – This program attempts to reduce crime by encouraging people who live in the same area to watch their neighbours' houses and tell the police if they see anything unusual. NWL supports between 550 and 600 Neighbourhood WATCHES across the city.
- Business WATCH London – This program is like the Neighbourhood WATCH program, except it encourages businesses to work together with Neighbourhood WATCH London, Emergency Services and local residences to enhance communications in order to develop safer communities.
- Apartment WATCH – This programs encourages neighbours within apartment buildings to work together with NWL, Emergency Services and local apartment occupants to enhance communications in order to develop better safety within apartment buildings.
- Crime Prevention Through Environmental Design (CPTED) – This program refers to a multi-disciplinary approach to deterring criminal behavior through environmental design. CPTED strategies rely upon the ability to influence offender decisions that precede criminal acts.
- Neighbours' Night Out – NWL sets up Neighbours' Night Out events once a year to encourage neighbours within each WATCH area to gather, socialize, and maintain a sense of familiarity and security within their community.
- Graffiti Go - Neighbourhood Watch London offers a FREE bottle of Graffiti-Go spray, a non-toxic, environmentally friendly graffiti removal product that can be used on almost any surface. Residents of London just have to call the office and come in to get their free bottle. In addition, NWL accesses students whose sole responsibility each summer is to respond to call-ins re: graffiti.
- Homefinder – NWL is entering the realm of social entrepreneurship with its Homefinder program, designed to assist police and other emergency officials in finding residences. The Homefinder plates light up the numbers on a house to make it easier to find with the 3M donation of the diamond coating film.
- Educational Symposiums – the demand for the NWL staff to be out in the community, making presentations to neighbourhoods, Seniors groups, Schools, and other groups interested regarding, safety and Neighbourhood WATCH activities. They often team-up with the COR Unit and City Officials promoting the philosophy and programming of NWL and the safety aspects of the program which meshes with the Policing and City's policies and philosophies as a whole.
- Operational Identification – This NWL program encourages Londoners to borrow an electric engraver FREE from the London Police Community Service Unit or from NWL. Burglars don't want to handle marked property, so residents of London are encouraged to engrave their names on their property. According to statistics, about 80% of stolen property that is recovered by police cannot be identified and returned to the owners and must be sold at private auction. Operational Identification improves Londoner's chances of recovering their property.

Setting up, maintaining and rejuvenating Neighbourhood WATCHes

This section of the report has been designed to show that a successful Neighbourhood WATCH program is about more than just setting up new WATCHes. The growth of the number of WATCHes is an important aspect of NWL, but so, too, is the support and maintenance of existing WATCH areas. Below are the activities that NWL does in order to establish a new WATCH, maintains a WATCH or rejuvenates a WATCH:

Watch Inquiries:

- Initial phone call or email which leads into: Brief discussion of process, answer questions
- Retrieve Online map of their area
- Outline suggested new Watch area
- Type inquiry letter mailing information
- Photocopy map and inquiry letter for follow-up
- Type out label for recipient ; Package inquiry letter, map and brochures to be mailed
- Input New Area Coordinator (AC) information "in process" in database = 1 hr

Watch Start ups:

- Receive ZC contact and member information from AC
- Call new AC and set date for Watch meeting
- Input ZC information into database – once Watch meeting is complete and information has been approved by the NWL office (Z/C in place and majority of street is on board)
- Input Neighbours' information into database
- Make WATCH label & Make street label
- Print front page of Database Watch info and attach to file
- Scan map and make into PDF – then add pdf map to new watch on database
- Input New Watch into the Activity Sheet in Neighbourhood Watch Files
- Print 2 copies of map for signage = 2.5 hrs

** The following information regarding maintenance must note: If a member calls with complaints about their Watch, i.e.: they've haven't received the newsletter or updates, etc...for a while, the office investigates. This process can take up to 3+ hrs over the course of two weeks.

Watch Jeopardy Letter:

- Receive a call or email from current AC or Watch member
- Edit template for closure letter for the particular watch & Save New Closure into Rejuvenation file
- Write in back of file date letter sent
- Photocopy enough sheets for each member & Check all addresses for postal codes
- Make labels for all members of WATCH
- Fold and insert letter into envelope = depending on size of WATCH = 2 – 4 hrs

A Watch in jeopardy leads into the next process:

Watch Rejuvenations:

- Receive initial call from potential AC or Watch member
- Locate file and discuss area of WATCH
- Take contact information
- Create package to send – Thank you AC letter
 1. Introduction
 2. Roles and responsibilities
 3. Welcome Neighbours sheet
 4. Map of new area and/or old area depending on original size of Watch
- Close original WATCH in database; in Watch activity file; write in back of file closure; the new AC who is taking over
- Input new WATCH in database & Create new WATCH file
 1. New folder –
 2. New AC contact information, Streets, Front page of database
 3. Copy 2 maps for signage if needed in area = 3 hrs

Watch Closures:

- Once all steps have been exhausted, Write in back of file Date of close
- Staple activity sheet on front of file, date of closure
- File Closed Watch = 30 mins

Watch Follow ups:

- Contact AC by phone or email to check status of WATCH & take necessary steps as required.
- File WATCH file or send rejuvenation letter = 30 mins

Once a WATCH has been set up, NWL is in constant contact with its WATCHes. If there has been a Break and Enter or an Auto Theft, NWL doesn't just communicate with the WATCH in which the activity occurred. NWL also communicates information about criminal activities within a 2-block radius of an affected WATCH.

It is important to note that NWL also communicates updates such as media releases sent by the London Police when pertinent to the organizations members. These updates are communicated via email, phone, and our Facebook page.

The rejuvenation of WATCHes that are in jeopardy is also a very important part of NWL and takes a considerable amount of time and energy. A WATCH may be in jeopardy of closing if:

- The Area Coordinator decides to step down from his/her volunteer position
- The Area Coordinator changes his/her contact information, but does not inform NWL
- The Area Coordinator does not distribute NWL information (newsletters and other crime statistics) and residents within a WATCH call to ask why they are not receiving information

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Through diligence and swift responses, NWL achieves a very high rate of rejuvenation, successfully rejuvenating 98% of WATCHes that go into jeopardy.

Alignment of NWL's priorities with City of London priorities

Each year, there are more and more demands for the City of London's resources. One of our goals in preparing this paper is to show how the programs and activities of Neighbourhood WATCH London save the City of London funding, while achieving strategic priorities of the City.

Neighbourhood WATCH London has been fortunate to have received funding from the City of London since its inception. Since that time, the goals of NWL have and continue to align with those of the City of London. The 2007-2010 City of London Strategic Plan identified three priorities that the Neighbourhood WATCH London programs contribute towards. The following chart identifies the City of London priorities and how NWL programs align:

City of London Priority	Neighbourhood WATCH Program(s)
<p>Community Vitality</p> <p>Enhancing a creative, caring and engaged community</p> <p>Our goal is to assure the health, safety and well-being of individuals and families while promoting livable and inclusive neighbourhoods.</p>	<ul style="list-style-type: none"> • Neighbourhood WATCH London • Business WATCH London • Apartment WATCH • Neighbours' Night Out • Homefinder • Seniors Watch (2012 Roll Out)
<p>Environmental Leadership</p> <p>Valuing our natural heritage and environment</p> <p>Our goal is to protect a healthy and sustainable environment and encourage an environmentally-sensitive city.</p>	<ul style="list-style-type: none"> • Crime Prevention Through Environmental Design (CPTED) • Graffiti Go!
<p>Financial Stability</p> <p>Realizing a prosperous financial future</p> <p>Our goal is to achieve and sustain a healthy financial position for The Corporation of the City of London.</p>	<ul style="list-style-type: none"> • NWL saved the City of London \$5.6 million dollars in policing costs due to a 7% reduction in Break and Enters in 2010 in the NWL areas. • Also in 2010, NWL saved the City of London \$58,000 in clean-up costs due to NWL's Graffiti Go! Program (during which residents come to the office to get bottles of Graffiti Go! and do the clean-up themselves. • Through hiring staff to actually do graffiti clean-up, NWL saved the City of London an additional \$531,000 (1180 sites cleaned in 2010 at a cost of \$450/site)

The City of London Strategic Plan (draft) for 2011-2014 also matches closely with NWL's activities and outcomes.

City of London Priority 2011-2014	Neighbourhood WATCHes ability to contribute to the strategic outcome
<p>A Vibrant and Diverse Community</p>	<p>This priority states "A vibrant community is a place where people know their neighbours, and community-based social supports ensure that no one is left behind."</p> <p>Through Seniors WATCH programs, neighbours will be encouraged to look out for their elderly neighbours and will be provided with tips and strategies on how to actively and/or passively support elder members of our population. The Seniors WATCH program will assist London seniors in being more supported by members of their own neighbourhood/community.</p> <p>The Business WATCH program was funded several years ago through a one-year grant to NWL. The funding was not continued and the rate of growth of the residential WATCHes within London means that all of NWL's financial resources are fully utilized, leaving none to foster the Business WATCH program. If the Business WATCH program was funded once again and incorporated as a permanent program for NWL, it would facilitate business owners getting to know other local business owners and looking out for another.</p>
<p>A Safe City</p>	<p>According to the City of London's 2011-2014 Strategic Plan, having a Safe City means that: "We all like to feel safe. We like to know that we live in a community where people look out for one another, where a helping hand is never far away, and where we are protected from harm no matter where we are or the time of day. We invest in highly skilled, committed fire and police services to ensure that our community is safe and peaceful."</p> <p>Of course, fire and police services are an integral component of a safe community, but these skilled services must often operate more reactively than proactively. Neighbourhood WATCH London's (NWL's) services complement those that are offered by the police and fire services at a fraction of the cost of these services.</p> <p>Seniors are among the most vulnerable of our citizens and, with an aging demographic, we need to do all we can to ensure that seniors are safe and able to live independently for as long as possible. A targeted Seniors WATCH program will increase the community support going to seniors and help them to feel more supported.</p>

	<p>As for businesses, it's important that businesses be able to function in an environment of safety and collegiality. Businesses that are repeatedly broken into will perhaps relocate outside of London or be forced to shut down, affecting local employment opportunities. The Business WATCH program, if it is able to demonstrate results that are similar to the residential WATCH program in terms of a reduction in Break and Enters and Car Thefts, will result in safer business areas.</p>
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Challenges facing Neighbourhood WATCH London

The demand for Neighbourhood WATCH London services has grown significantly over the past three to five years, and will likely continue to grow over the next three to five years, saving the City of London hundreds of thousands of dollars. The purpose of this section of the report is to show the growth that NWL has been experiencing and to document the anticipated growth as well as the anticipated Return on Investment (ROI) for the City of London. To do this, we will demonstrate our growth in the following areas:

- Growth in community presentations
- Growth in strategic alliances within London (and further afield) Growth in WATCHes
- Growth in Business WATCHes
- Growth in Graffiti Go! Program

Not only has Neighbourhood WATCH London grown exponentially in the past few years, but it has enabled London to be recognized as a leader by other jurisdictions. NWL's success has resulted in an increase in interest in NWL's activities and approaches. There have been at least a dozen inquiries from other municipalities within Ontario, as well as coast to coast inquiries (Vancouver to Halifax) and even international inquiries from England, Australia, Brazil and Mexico.

Growth in Neighbourhood WATCH services:

NWL Service	2008	2009	2010	2011	2012 (anticipated)	Average increase in demand
Community presentations	No data available	24 (July to Dec.)	63	75	85	71%
Strategic alliances	No data available	2	13	19	24	91%
Number of volunteers (Area Coordinators)	No data available	421	471	546	600	29%
Number of hours volunteered (by Area Coordinators)	No data available	10104 hrs/yr	11304 hrs/yr	11304 hrs/yr	14400 hrs/yr	29%
Number of WATCHes	No data available	421	471	546	600	29%
Number of new WATCHes	No data available	35	59	11	70	50%
Number of participating homes	No data available	24,000	30,890	34,000	39,000	38%
Number of Business WATCHes	No data available	3	48	72	125	97%
Graffiti Go! Bottle Distribution	No data available	365= \$37,412.5 in savings to City of London*	*558= \$57,195 in savings to City of London	363= \$37,207.5 in savings to City of London	625= \$62,500 in savings to City of London	41%
Calls for graffiti removal	No data available	58	165	183	220	73%
Graffiti removal sites	No data available	878 = \$263,400 in savings to the City for an investment of \$18,000	**1180 = \$531,000 in savings to the City for an investment of \$18,000	1241 = \$372,300 in savings to the City for an investment of \$18,000	1341 = \$402,300 in savings to the City for an investment of \$18,000	34%
Neighbour's Night Out	No data available	8	12	22	28	71%
Sale of Homefinder plates	No data available	26	156	140	175	85%

*Each graffiti removal by a London resident is estimated at \$102.50

**Each graffiti removal by a staff of NWL is estimated at \$300 to \$450/site

Break and Enters and Auto Thefts

Year	# of B and E's in Neighbourhood WATCHes	# of B and E's in non-Neighbourhood WATCHes	Total B and E's	% of B and E's that take place in non-Neighbourhood WATCH areas
2008	277	1449	1726	84%
2009	293	1442	1735	83%
2010	225	1926	2151	90%
2011 (Jan – June)	133	972	1276	90%

Year	# of auto thefts in Neighbourhood WATCHes	# of auto thefts in non-Neighbourhood WATCHes	Total auto thefts	% of auto thefts that take place in non-Neighbourhood WATCH areas
2008	76	1197	1273	95%
2009	93	834	927	90%
2010	73	611	684	89%
2011 (Jan – June)	18	199	266	94%

Highlights of Growth:

- The number of community presentations by NWL staff has risen year over year
- The number of Neighbourhood WATCHes has grown year over year, under Hope Clark's leadership
- The number of homes participating in NWL programs increases each year
- Each year, there are more requests to NWL for graffiti removal
- 89 - 95% of auto thefts happen **outside** of a NWL area each year
- 83 – 90% of break and enters happen **outside** of a NWL area each year

Neighbourhood WATCH London Annual Budget (year over year)

The following chart shows the actual annual budgets for Neighbourhood WATCH London, year over year, for the years 2009 through to 2011.

Budget Item	2007	2008	2009	2010	2011 (est. to end of fiscal)
Revenue					
City of London Core Funding	88,665	94,065	96,417	82,784*	96,417
Graffiti Funding		24,375	25,000	25,000	25,000
Support Grant		**14,600	**20,400		
Other government funding	0	2,554	0	0	0
Fundraising/Donations	1,549	9,726	4,290	30,874	23,703***
Total Revenue	90,214	145,320	146,327	138,658	145,120
Expenses					
Salaries	70,734	88,557	96,848	99,471	102,005
Direct program expenses	17,931	41,127	31,334	50,073	42,457
Total Expenses	88,665	129,684	128,182	150,073	144,462
Excess or (deficit)	1,549	15,636	18,145	(11,415)	658

*City of London recovered \$13,633 of core funding from 2009 – (due to staffing changes 4 months with Interim ED, hiring (new ED) NWL ended up in a surplus of wages, year ending 2009)

** One time finding of \$35,000 for Business Watch launch

***Building Closure first 4 months of 2011 and ED on Maternity leave

Highlights of Budget(s):

- Note annual expenses have risen significantly since 2007, but the core funding has not, even though the output of NWL had increased significantly. NWL produces more services for the same amount of money, year over year, while still having to deal with the rising costs of doing business.
- NWL has increased its fundraising abilities to cover core costs. The increase in fundraised dollars increased by almost \$25,000 from core funding from 2009 to 2010.
- All of which is being accomplished with only two (2) people in the office. Fundraising has increased by 94% through the current ED's effort, Hope Clark.
- Decrease in 2011 is due to the fact that Hope has taken maternity leave. Also, building closure for the first 4 months hindered certain growth in some areas of NWL, while leaving other areas to blossom.

Opportunity Cost related to NWL

Many organizations are quite accustomed to documenting the costs of the activities they perform. But not-for-profit organizations can also talk about the costs that may be incurred by society when they (the not-for-profits) don't or cannot perform the activities for which they were created.

These costs are referred to, in the business world, as opportunity costs. According to the dictionary, an opportunity cost is defined as "The loss of potential gain from other alternatives when one alternative is chosen."

The City of London has many organizations and causes that request/compete for its funding. Each year, the City of London has to make difficult decisions regarding the allocation of its resources. The purpose of this next section of the report is to identify the costs that the City of London will likely incur if it does not continue to invest in Neighbourhood WATCH London.

Neighbourhood WATCH London actually saves the City of London and its resident's money in two ways. The first way that NWL creates costs savings is through the reduction of crime in Neighbourhood WATCH areas. In 2010, NWL WATCH areas saw a reduction in crime by 7%. With that reduction, residents are 90% more likely to be broken into if they do NOT live in a Neighbourhood WATCH in the City of London. Reduced crime means reduced policing costs.

The second way that NWL saves the City of London and its taxpayer's money is through its Graffiti Go! Program. In 2010, NWL saved the City of London an estimated \$57,000.00 in graffiti clean-up costs just through giving away bottles of Graffiti Go! Remover and an investment of \$7,000. On the flip side, NWL's Graffiti Go! Summer program saved the City \$354,600.00 in clean-up costs with an overall investment of \$18,000.00.

Neighbourhood WATCH London has been growing significantly over the past few years. If the organization is unable to grow to meet the community demand, then the City of London will have increased policing costs and increased graffiti clean-up costs. The following chart shows what NWL estimates the increased costs to the City of London will be in 2012 and beyond, if the City does not increase funding for NWL and NWL is unable to meet community needs.

Currently, there are 114,000 homes/apartments/town homes, etc...in the City of London. NWL has 35,000 homes that it maintains and is growing at roughly 8% per year. At 35,000 homes, NWL consists of 31% of the City of London as its members.

Estimated costs that will have to be borne by the City of London if NWL cannot expand beyond its current capacity to meet community needs	2012	2013	2014
<p>Costs if additional Neighbourhood WATCHes cannot be set up: From 2010 numbers, if the NWL program saved 5.6 million in policing costs and there were 471 WATCHes, then the unit cost/WATCH could be calculated as: 5.6 million divided by 471 WATCHes = \$11,890</p>	<p>Projected growth for 2012 is 60 new WATCHes</p> <p>60 WATCHes x \$11,890 = \$713,400</p>	<p>Projected growth for 2013 is 20 new WATCHes and 60 maintained from 2012</p> <p>80 WATCHes x \$11,890 = \$951,200</p>	<p>Projected growth for 2014 is 20 new WATCHes and 80 maintained from 2013</p> <p>100 WATCHes x \$11,890 = 1,189,000</p>
<p>Costs if the Graffiti Go! Program is not able to expand according to projected need: For each bottle of Graffiti Go! that is picked up by a London resident, the City saves \$102.50</p>	<p>142 new bottles in 2012</p> <p>142 x \$102.50 = \$14,555</p>	<p>40 new bottles plus 142 from 2012</p> <p>182 x \$102.50 = \$18,655</p>	<p>40 new bottles plus 182 from 2013</p> <p>222 x \$102.50 = \$22,755</p>
<p>Costs if the Graffiti Go! Program is not able to expand by sending out NWL staff to clean graffiti sites: Each site that is cleaned by NWL staff saves the City an estimated \$450</p>	<p>200 new sites in 2012</p> <p>200 x \$450 = \$90,000</p>	<p>50 new sites plus sites from 2012</p> <p>250 x \$450 = \$112,500</p>	<p>50 new sites plus sites from 2013</p> <p>300 x \$450 = \$135,000</p>
Total costs	\$817,955	\$1,082,355	\$1,346,755

There is also another potential cost to the City of London that is not as easy to capture in terms of dollars. Community policing models are difficult and expensive to put into place, yet community policing methods and models are desirable because they form more of a relationship between communities and law enforcement, and they yield positive results. Given the growing interest in community policing initiatives due to the new Policing Model that was rolled out in June of 2010 and their outcomes, Neighbourhood WATCH London has been approached by a number of different groups around the country and even internationally – groups that are interested in replicating the great work that is being done in London. Currently, NWL the leading organization in this field, albeit the “Go to Organization.” In fact, Hope Clark is on the Board for CPAC (Community Policing Advisory Council of Ontario) – the same organization who designed the new model. Hope with the help of another Board Member rewrote the Watch manuals to be used Canada Wide.

It's important for cities to be competitive – to have good working opportunities, good schools and educational services and safe, thriving communities – in order to attract more businesses and individuals who want to work for those businesses. A successful and growing Neighbourhood WATCH London serves the City of London in two ways. First, it uses the funding that it receives from the City of London in an efficient and accountable manner. Secondly, it showcases London as a great place to live and as a City that demonstrates innovation and partnerships.

In order for Neighbourhood WATCH London to continue to contribute effectively to the City of London's objectives, and to grow in order to respond to community demand, it will require an increase in core funding. The following chart shows the core funding amounts that NWL requires over the next 5 years.

Budget Item	2012	2013	2014	2015	2016
Revenue					
City of London Core Funding	133,000	133,000	133,000	133,000	133,000
Graffiti Go! Program	25,000	30,000	30,000	35,000	35,000
Fundraising/Donations	30,000	32,000	35,000	40,000	42,000
Total Revenue	188,000	195,000	198,000	208,000	210,000
Expenses					
Salaries	130,000	132,000	132,000	137,000	139,000
Direct program costs	32,000	38,000	38,000	40,000	40,000
General and administrative	26,000	26,000	28,000	31,000	31,000
Total Expenses	188,000	195,000	198,000	210,000	210,000

Summary:

In closing, Neighbourhood WATCH London would like to acknowledge the financial support it has received in past years from the City of London. As governments at all levels continue to try to balance budgets, they will need to make difficult decisions and choose cost-effective models of delivery. NWL is an effective model of delivery that has a significant impact on the city – impact that is demonstrable through numbers.

As baby boomers continue through their retirement years, it is predicted that there will be an overall reduction in serious crime rates, resulting in less emphasis on emergency policing services and potentially a greater emphasis on proactive policing services. Neighbourhood WATCH programs go hand-in-hand with community policing efforts by encouraging local communities to be on the lookout for crime and to respond to criminal activity in a safe manner.

The baby boomer generation is group of people that NWL depends on greatly and new Watches rely on. Currently, we are attracting a younger generation yet; – the majority of NWL's members are baby boomers and the senior community.

A continued and increased investment in Neighbourhood WATCH London will result in safer communities within London, a stronger sense of belonging and safety among London residents, and a model for good community practice in other jurisdictions.