

Prepared for: The Community Safety and Crime Prevention Advisory Committee

### Program update

#### Watch Update

- 16 Watches started since January, 3 Watches in progress
- 150 Alerts on vehicle theft, theft from vehicle and break & enters sent to watch members since July
- 371 Stewardship emails since July, resulting in 84 responses from members who required new material and stickers

#### Program Diversification and Partnerships

- **Community Safety Hub** – Maggie will be at the Northwest London Community Resource Centre every Wednesday from 9:30- 11:30, supporting residents in that area, as well as at Nokee Kwe – South London Employment Help Centre (See flyer insert)
- **Working Together to Address Social Connectedness, engagement and safety: A Participatory Process with Seniors** in partnership with Western started September 14<sup>th</sup> and will be a year long research project identify safety, isolation and involving residents at a senior building on Baseline Rd., This is a \$25,000 grant flowed through Western Occupational Therapy Department. **Neighbourhood Watch is a Co-Lead on the project**
- **Youth Initiative** (Agape Foundation \$2500) We have a Volunteer Youth Coordinator who is in the process of conducting a survey for Youth to learn more about the safety needs and concerns of youth today.

#### New Social Enterprise

- Neighbourhood Watch London has partnered with TRACTAG Global – Protect your property grow your community safety network and support Neighbourhood Watch London. – TracTag is a low-cost Bluetooth identification system that identifies stolen property using a smart phone. The free app is compatible with Apple and Android, so virtually anyone can use it. The app allows for you to share your lost item and anyone else with the app will be able to see it's last know location so that they can try to help return the item if they find it.
- Receive 50% off the purchase price of the devise by entering the promo code NHWL50. A portion of the proceeds go to Neighbourhood Watch London.

#### Members Survey

- Evaluation with Paul Bakker, Social Squared Impact. A members survey was sent out first week of October and sent to all of our AC's and members

#### Preliminary Results

219 Responses so far... we are waiting on those that have completed paper surveys

#### Satisfaction with NWL

- 82% satisfied/very satisfied with how often they receive NW information
- 81% satisfied/very satisfied with the usefulness of the NW information
- 80% satisfied/very satisfied with how clearly they understand what is expected of them as a Watch member.

### Changes from Before Watch to Currently

- 73% of respondents report being part of a Watch helped them be more engaged in their neighbourhood!

Members understanding of the following has increased since joining their Watch: From not clear/fairly clear to Very Clear

- Suspicious thing you should be on the lookout for
- When you should report suspicious individuals or crimes
- How making changes to your home can deter crime
- How making changes to your neighbourhood's environment can deter crime
- How to interact with your neighbours to resolve conflicts
- How to build trusting relationships with your neighbours

### Reporting

- 54 (26%) of respondents report observing a crime in the last year. Of those, 17 (32%) say they would have reported fewer crimes if they were NOT part of their Watch.

### Crime Statistics and statistics gathering in partnership with the Crime Analyst Unit LPS (See insert)

- Statics gathered from 2014 – 2016
- We are in the process of gathering more targeted crime analysis comparisons.

### Update on Digital Marketing Strategy

- Producing monthly newsletters, anyone can now go online and subscribe
- Facebook over the last 28 days – page followers up 200% - Actions up 100% meaning the people are finding value in the content that we are posting. The Actions are a numerous things. People clicking on our website and going to our blog our resource page
- Due to our Blog: we have seen a 67% increase in page views and a 47% increase in unique page views (new users instead of return customers)

# Neighbourhood Community Safety Support

Tips on how  
and when to  
report  
suspicious  
activity

Help on how  
to talk with  
one another  
and with the  
London Police

Support on  
how to keep  
your home  
safe

## Every Thursday!



Nokee Kwe - South London  
Employment Help Centre

1069 Wellington Road, London ON N6E 2H6



12:30 pm to 2:30 pm



Starting September 28th

The Neighbourhood Watch  
Program helps residents:

Make their houses and apartments  
safer by teaching how to make their  
homes less inviting for thieves

Communicate in effective ways  
with one another and the London  
Police Service

Build safe communities by  
identifying suspicious activity in  
their neighbourhoods

Use tools to report and share  
suspicious activity

Be aware of when your neighbours  
are away on vacation and watch  
each other's home and property



Neighbourhood  
Watch London



Helping Londoners build safe and vibrant communities!

# Building Safe Communities

Bâtir des Collectivités Sûres

## Neighbourhood Watch in the palm of your hand



## Neighbourhood Watch London

**JOIN THE COMMUNITY  
NETWORK and Download the  
FREE TRACtag App**

When you download the TRACtag App, your smartphone becomes part of the Neighbourhood Watch TRACtag Global community. Your smartphone will help identify stolen property, lost pets and missing individuals that are equipped with a TRACtag Bluetooth Identification device.

### Share Feature Fonction de Partage

Share your TRACtag device with friends and family so they can also locate your items and/or pets.

Partagez votre TRACtag avec vos amis et famille afin qu'ils peuvent également localiser vos articles et/ou les animaux domestiques.

### Missing an Item/Pet? Un Element Manquant?

Share with the Lost & Found Network and if your TRACtag is located by a user, it will anonymously update it's last known GPS location.

Partager avec le réseau perdu et trouvé et si situé par un autre utilisateur il mettra automatiquement à jour son emplacement gps.

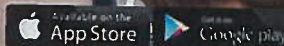
### TRACtag Recovery Network Reseau De Recuperation

Asset stolen? Share your TRACtag to the Recovery Network, designed for Law Enforcement officers to identify and track stolen property.

Protect your property by ordering online at  
[www.TRACtag.global/buy](http://www.TRACtag.global/buy)



TRACtag App



One (1) Year Warranty  
Garantie d'un (1) an

**SAVE 50% PROMOTIONAL DISCOUNT CODE: NHWL50**

Portion of proceeds will be donated to Neighbourhood Watch London



# TRACtag™

## Bluetooth Identification



### Bluetooth® SMART

**NO  
MONTHLY  
FEES!**



**Water Resistant**  
Étanche



**Replaceable Battery**  
Batterie remplaçable



**Long Range Bluetooth Identification**  
Bluetooth longue portée



**Free App Download**  
Application gratuite à télécharger

**Neighbourhood Watch in the palm of your hand.  
Download the App today. No purchase required.**

**A low-cost Bluetooth Identification System that  
identifies stolen property using a smartphone.**



Available on the  
**App Store**

Get it on  
**Google play**

[www.TRACtag.global](http://www.TRACtag.global)

\*Content and pricing subject to change without notice. Please check the Apple and/or Google play store to ensure that your smartphone is supported by the TRACtag App. Le contenu et les prix sont sujets à changement sans préavis. Veuillez consulter la boutique de jeux Apple et / ou Google pour vous assurer que votre smartphone est pris en charge par l'application TRACtag.



## Neighbourhood Watch London

### Neighbourhood Watch Program Crime Statistics 2014 - 2016

Neighbourhood Watch London and the London Police Crime Analyst Unit have worked together to analyze crime comparisons both inside and outside a Neighbourhood Watch Area. Each crime category is based on citywide statistics for both the total population of London and the Neighbourhood Watch population.

Crime Class	Excluding Downtown					NWL Areas				
	2014	2015	2016	Average	Per 100,000 Pop.	2014	2015	2016	Average	Per 100,000 Pop.
Robbery	162	211	218	197	51	6	3	1	3	5
Commercial B&E	438	378	436	417	109	2	4	7	4	7
Residential B&E	1151	931	1002	1028	268	84	79	68	77	121
Motor Vehicle Theft	750	873	797	807	210	35	30	33	33	51
Theft from Motor Vehicle	2948	2298	2575	2608	680	200	196	170	189	296
Vandalism	3588	3645	3994	3742	975	182	209	212	201	315

The above class of offence types is core-centric with the highest density of these offences taking place in the downtown area (generally Thames River to Adelaide, and Oxford St. to the tracks near York St.) where there are not too many Neighbourhood Watch Areas... which is why we excluded the downtown area.

*\* The population of London used is 383,822 based on 2016 Statistics Canada reporting. The population for NWL used is 63,800 based on 22,000 NWL households averaging 2.9 persons/home (22,000x2.9). The NWL map from November 2016 was used to identify offences inside and outside of watch areas.*

*"Helping build welcoming, inclusive and informed communities where all London neighbours are safe and secure"*



# Neighbourhood Watch London

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## Neighbourhood Watch London - Members Survey

### Introduction

Thank you for responding to our request to participate in our survey of Neighbourhood Watch members. The survey will ask about your experiences as a Watch member.

It should take you between 10 and 20 minutes to complete the survey.

Social Impact Squared has been hired to collect and analyze your responses.

Your name will not be connected to your answers unless you identify yourself in your answers. To help you provide open and honest answers, Social Impact Squared will only share grouped results and anonymous quotes with Neighbourhood Watch London.

You will not be identified in any report. Social Impact Squared will also share grouped results for individual Watches, so that staff, partners, Watches, and supporters can identify ways to support and improve the program.

Completing the survey is voluntary, but we want to make sure that the program is serving all members' needs, so we hope to hear from every Watch member.

We ask that you complete the survey by Friday October 14<sup>th</sup> and deliver to the Neighbourhood Watch Office that would be most helpful. If you have any questions about this survey, please contact Neighbourhood Watch London's Executive Director Michele Sands at: [ed\\_nwl@rogers.com](mailto:ed_nwl@rogers.com)

## Survey Questions

The first set of questions asks you to think about how things were before you joined your Neighbourhood Watch. Please Circle your answers.

1. Before joining your Neighbourhood Watch how clearly did you understand the following:

	Completely Clear	Very Clear	Fairly Clear	Slightly Clear	Not at all Clear
The types of suspicious things you should be on the lookout for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When you should report suspicious individuals or crimes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to report suspicious individuals or crimes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How making changes to your home can deter crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How making changes to your neighbourhood's environment can deter crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to interact with your neighbours to resolve conflicts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to build trusting relationships with your neighbours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Prior to joining your Neighbourhood Watch, how many of your neighbours would you feel comfortable asking them to watch your home while you were away?
- 0
  - 1-2
  - 3-5
  - 6-10
  - 11-15
  - More than 15
  - Prefer to not answer
3. Prior to joining your Neighbourhood Watch, how safe from crime did you feel if you were out alone in your neighbourhood after dark?
- Extremely safe
  - Very safe
  - Somewhat safe
  - Neutral
  - Somewhat unsafe
  - Very unsafe
  - Extremely unsafe
  - Prefer to not answer



4. Prior to joining your Neighbourhood Watch, how safe did you feel you were from property crime (i.e. vandalism, theft, break and enters, etc.)?
- Extremely safe
  - Very safe
  - Somewhat safe
  - Neutral
  - Somewhat unsafe
  - Very unsafe
  - Extremely unsafe
  - Prefer to not answer

5. Prior to joining your Neighbourhood Watch, to what degree did you...

	Completely	Greatly	Fairly	Slightly	Not at all	I don't know
Trust the Police	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Believe that reporting suspicious activities and crimes to the Police would help prevent crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The next set of questions explore how you have engaged with your Neighbourhood Watch.

6. Please select the Neighbourhood Watch services that you have ever used?

**Check all that apply.**

- Neighbourhood Watch brochures, pamphlets, information sheets or other written materials
- Neighbourhood Watch stickers or decals
- Updates on crimes occurring in and around your neighbourhood
- In-person presentations
- Neighbour events
- One-on-one advice or guidance from Neighbourhood Watch London staff
- Other, please specify: \_\_\_\_\_

7. Did you know that you can receive a 10% discount on home and auto insurance from Allstate Insurance because you are a member of the Neighbourhood Watch program in London?

- Yes
- No >> If No, Skip Question 7a.

7a. Do you currently receive the Neighbourhood Watch Member discount from Allstate Insurance?

- Not Sure
- Yes
- No, please specify why not: \_\_\_\_\_

8. Do you know what a Neighbourhood Safety Audit is?

- Yes
- No
- I think so

The Neighbourhood Safety Audit is designed to support residents to identify the safety concerns in their neighbourhood and develop a plan of action to increase safety for all. The Neighbourhood Safety Audit comes with staff support and some equipment.

9. How much would you like to participate in a Neighbourhood Safety Audit for your neighbourhood in the next year?

- A lot
- A fair amount
- A little
- Not at all

10. What would encourage you to participate in a Neighbourhood Safety Audit for your neighbourhood?

11. If you participated in a Neighbourhood Safety Audit, what was the most significant change you have observed in your neighbourhood as a result?

12. Please indicate your level of satisfaction with following:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Not applicable/ I have not received any NW info
How often you receive Neighbourhood Watch information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The usefulness of the Neighbourhood Watch information that you receive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How clearly you understand what is expected of you as a Watch member	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Please provide your suggestions for how Neighbourhood Watch London can better support your Neighbourhood Watch.

14. NWL is a registered charitable organization that supports residents in building welcoming safe and inclusive neighbourhoods. Our Neighbourhood Watch Program is our core program and continues to be very effective. As we grow and expand our programs and services we would like the organizations name to reflect that we are a community safety organization and want to know how you feel about changing the name of the organization from Neighbourhood Watch London to something that reflects that. *(In terms of the Neighbourhood Watch Program, nothing will change, the program will still be Neighbourhood Watch, but the organization would have a new name).*

As member of the Neighbourhood Watch Program would you agree to a changing the name of our organization? (The name of the program will remain the same).

- Yes
- No
- Not sure

Please explain: \_\_\_\_\_

The next set of questions explores what actions you have taken as a Watch Member.

15. In the last year, have you made any security improvements to the following:

(Check all that apply)

- Your home
- Your property other than your home
- Your Neighbourhood's physical environment (your neighbourhood's shared space)
- I did not make any security improvements in the last year. >>If you select this option, skip to Question 16.

15a. Please describe the security improvements you have made in the last year.

15b. Did being part of your Neighbourhood Watch cause you to make any of those changes?

- Yes
- No

16. Have you ever observed a crime (as it was occurring or after it occurred) in the last year?

- Yes
- No >>If you select this option, skip to Question 17.
- Prefer to not answer >>If you select this option, skip to Question 17.

16a. Who did you report the crime(s) to? (Check all the apply)

- No one
- My Watch Coordinator
- Neighbourhood Watch London
- The Police
- My Neighbours
- Crime Stoppers
- Other, please specify: \_\_\_\_\_

16b. Do you think you would have reported more, less, or the same amount of suspicious activity or crimes if you were **not** part of your Neighbourhood Watch?

- I would have reported **more** if not part of my Watch
- I would have reported the **same amount** if not part of my Watch
- have reported **less** if not part of my Watch
- I Don't Know

17. If you have done anything else differently to protect your and/or your neighbours from being victims of crime, please describe it here.

18. Has being part of a Watch helped you be more engaged in your neighbourhood?

- Yes, please describe how: \_\_\_\_\_  
\_\_\_\_\_
- No.

The next set of questions ask you to consider how things are as of today.

19. Currently, how clearly did you understand the following:

	Completely Clear	Very Clear	Fairly Clear	Slightly Clear	Not at all Clear
The types of suspicious things you should be on the lookout for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When you should report suspicious individuals or crimes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to report suspicious individuals or crimes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How making changes to your home can deter crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How making changes to your neighbourhood's environment can deter crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to interact with your neighbours to resolve conflicts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to build trusting relationships with your neighbours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Currently, how many of your neighbours would you feel comfortable asking them to watch your house/apartment while you are away?

- 0
- 1-2
- 3-5
- 6-10
- 11-15
- More than 15
- Prefer to not answer

21. Currently, how safe from crime do you feel if you are out alone in your neighbourhood after dark?

- Extremely safe
- Very safe
- Somewhat safe
- Neutral
- Somewhat unsafe
- Very unsafe
- Extremely unsafe
- Prefer to not answer

22. Currently, how safe do you feel you are from property crime (i.e. vandalism, theft, break and enters, etc.)?

- Extremely safe
- Very safe
- Somewhat safe
- Neutral
- Somewhat unsafe
- Very unsafe
- Extremely unsafe
  
- Prefer to not answer

23. Currently, to what degree do you...

	Completely	Greatly	Fairly	Slightly	Not at all	I don't know
Trust the Police	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Believe that reporting suspicious activities and crimes to the Police will help prevent crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The next set of questions explore the types of people that are Watch members.

24. Are you an Area Coordinator?

- Yes
- No

25. What is the name of the Watch you are a part of?

(Skip this question if you are an Area Coordinator and want your answers to be anonymous).

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26. What is your age?

- Less than 20
- 20 to 29
- 30 to 39
- 40 to 49
- 50 to 59
- 60 to 69
- 70 or older

27. Have you immigrated to Canada, and if so, when?

- No, I was born in Canada
- Yes, I immigrated in last 5 years
- Yes, I immigrated more than 5 years ago.

28. When did you join your Watch?

- Less than 1 year ago
- Between 1 and 2 years ago
- More than 2 years ago

Thank you for providing us with this valuable insight!