

Parking News Bulletin

February 2008

Safer Parking Award winners

Thank you to
our Sponsor:



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Safer Parking Award Winners:

900 W Cordova Street

160 Water Street

Pacific Centre
(3 Entrances: Howe at Duns-
muir, Howe at West Georgia,
Robson at Howe)

Pacific Centre North
777 Dunsmuir St.

Pacific Palisades Hotel
1277 Robson Street

Jewish Community Center
950, W 41st Street

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Mel Mickenny, General Manager of EasyPark, was the recipient of four Safer Parking Awards.

On February 8, 2008 the Safer Parking Initiative (SPI) announced the first parking facilities to earn the Safer Parking Award in downtown Vancouver.

Mayor Sam Sullivan proclaims Safer Parking Day!

In honor of the Safer Parking Initiative's success in improving safety levels in Vancouver parking facilities, Mayor Sam Sullivan proclaimed February 8th, 2008 'Safer Parking Day' in the City of Vancouver.

"It is encouraging to see the business community step forward in cooperation with the police to develop a program that will make our downtown even safer

The award winning parking facilities were vetted by the Vancouver Police Department and were deemed to meet criteria that deter criminal activity and anti-social behaviour, preventing crime and reducing the fear of crime in that parking facility.

Among the first award winners were parking facilities managed by EasyPark and Diamond Parking.

"The Safer Parking Initiative was developed in response to the growing problem of property crime and public disorder in Vancouver," said Colin Brown, Chief Operating Officer of Canadian Direct Insurance and spokesperson for the Vancouver Safer Parking Initiative.

"Like other SPI partners we have an interest in reducing auto break-ins and improving the safety of parking lots for the benefit of the public. We believe the SPI will lead to increased public use of parking facilities, which will promote increased revenues for businesses that depend on customers and employees who drive to work, shop or use services in downtown Vancouver."

for residents, workers and visitors," said Vancouver City Councillor Kim Capri.

One of the goals of Mayor Sullivan and City Council is to ensure civility on Vancouver's streets, and initiatives such as Project Civil City have set aggressive targets to reduce public disorder.

"Programs like the Safer Parking Initiative will help us to achieve these goals, and I am pleased to lend my support to the program."

The Safer Parking Program



The Vancouver Police Department operates and manages The Safer Parking Program that is responsible for facility evaluations, award designation, and data collection for the Safer Parking Initiative.

The VPD based the program on the highly successful Safer Parking Scheme developed by the U.K. Association of Chief Police Officers and also in consultation with parking lot owners, operators, businesses and community groups.



Michael Murray, Area Manager, Diamond Parking Ltd. (L) is congratulated by **Constable Jeff Campbell**, VPD (R) for the Pacific Palisade's award earning facility!

Getting Involved!

The Safer Parking Initiative is open to all businesses, community groups and other like-minded organizations that share the desire to help reduce crime and increase the public's confidence in our city, making Vancouver an even more desirable destination to work, live and visit.

We also welcome all parking facility owners and operators who are interested in the Safer Parking Program.

"Theft-from-auto not only takes a financial and emotional toll on victims; it also incurs costs to the City, local businesses and the community in the form of lost business, police resources, court expenses, and increased security expenditures."
Reports Constable Jeff Campbell

The Safer Parking Award

The Safer Parking Award is a visual identifier or brand, granted to those parking facilities that have been vetted by the VPD and met a set of criteria that help to deter criminal activity and anti-social behaviour, in order to prevent crime and reduce the fear of crime in the parking facility.

Recipients of the Award are entitled to use the Safer Parking Initiative logo on all signage within their facility. The location and name of facilities that have received the Award will be promoted through the SPI website, marketing campaigns and media relations activities.

Profile: Constable Jeff Campbell, VPD

The Vancouver Police Department (VPD) reports that 1,600 cars are broken into every month in Vancouver and this number represents only a fraction of this often under-reported crime.

When Constable Jeff Campbell (inset left) began his policing career with the VPD he was appalled by these statistics. His determination to reduce crime in parking facilities led him to spearhead the VPD's involvement with the Safer Parking Initiative, in which he is the VPD's primary liaison.

"Theft-from-auto not only takes a financial and emotional toll on victims; it also incurs costs to the City, local businesses and the community in the form of lost business, police resources, court expenses, and increased security expenditures," reports Constable Campbell.

Reducing property crime and street disorder are also among the VPD's top priorities. "Participating in a community driven organization, such as the Safer Parking Initiative, helps us to realize those goals," he says.

The VPD is currently assessing parking facilities on an on-going basis and is encouraging all parking lot owners and operators to have their facilities evaluated and nominated for a Safer Parking Award.