

Parking News Bulletin

February 2009

SPI Celebrates One Year Anniversary!

Thank you to
our Sponsor:



.....

Safer Parking Awarded Facilities:

The Safer Parking Initiative has designated 25 Safer Parking Awards to facilities in downtown Vancouver.

For a complete list of Award earning lots, visit us online at:

SaferParkingVancouver.com

.....

Contact Us:

Danica Wolfe
Danica.wolfe@fleishman.ca
Phone: 604-688-2505
Fax: 604-688-2519

Auto Crime Drops by 25 Percent in Certified Lots

February 8th, 2009 marks the one year anniversary of CDI's Safer Parking Initiative and Safer Parking Day in the city of Vancouver!

The initiatives' success is evident by the 25 percent decrease in crime for Safer Parking Awarded facilities over the last year. Constable Jeffrey Campbell of the VPD notes that although Vancouverites are not completely immune to auto crime, "The Safer Parking Initiative has demonstrated that changes can be made to dramatically increase safety and the VPD is encouraging all parking lot owners and operators to continue making Vancouver a safer city."

The initiative, conceived by the Vancouver Police Department, Canadian Direct Insurance, business owners, and community organizations, boasts 25 Safer Parking Awarded facilities. A dozen more lots are in the process of being certified.



Detective Phil Enns of the Vancouver Police Department demonstrates how quickly and easily a holiday Grinch can break into a vehicle.

Holiday Shoppers turn to Safer Parking Certified facilities

Over the holiday season Colin Brown, COO, Canadian Direct Insurance and Detective Phil Enns (posing as the Grinch, inset), shared a few tips with holiday shoppers to protect their vehicles and goods from auto thieves.

Colin Brown advised the public that the busy shopping season leaves holiday shoppers more vulnerable to theft, as parcels multiply in the trunks of their cars.

"Shoppers are also making multiple trips, leaving their car unattended more frequently and giving thieves more chances to break-in," warned Colin Brown.

Phil Enns demonstrated that thieves can cleanly and quickly break into your car by discreetly putting a 'slim-jim' down the window.

See news clips from the event online at www.saferparkingvancouver.com.

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.



Above: Doug Hume pictured with Code Blue Box at Harbour Centre parking facility.
(Photo from Business in Vancouver)

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.

Please visit www.SaferParkingVancouver.com for more information.

"Diamond Parking is responsible for numerous parking facilities, so joining the Safer Parking Initiative not only made good business sense, it's also the responsible thing to do."

*Mike Poirier, Director of Operations,
Diamond Parking*

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. Awarded facilities will also have access to an information network that shares best practices and other industry information.

Polaris Realty Leads the Way

Doug Hume, Vice-President and General Manager of Polaris Realty, went above and beyond the safety standards set out by the Safer Parking Initiative, and has seen a 93% decrease in crime over the last few years.

Polaris reality invested nearly six million dollars into its three downtown parking lots most of which was focused specifically on Polaris' six hundred stall lot at 450 West Cordova Street. Hume notes that, "Like a lot of older parking lots in the city... It needed some work". One of Hume's most notable additions to Polaris' facilities is the Code Blue Box which enables parkers to instantly connect via phone to a security contact and draws the attention of the security camera, while a blue strobe light flashes, if they feel their security is threatened. Hume has each feature enabled 24 hours a day, seven days a week. These investments have paid off for Polaris. Hume estimates that revenue from their Harbour Centre facility has increased more than 30% after renovations.

Hume notes that the Code Blue Box "is an innovation that we researched and we found gave confidence and comfort to the parkers, particularly female parkers." The Safer Parking Initiative members tout the facility at 450 West Cordova as one of the cleanest, brightest and best smelling facilities in the City!