



www.bramptonsafecity.ca

Annual report 2003

The Brampton Safe City Association

The Brampton Safe City Association is an innovative community initiative that was created to reduce crime and injuries in the City of Brampton. Established as a volunteer, not-for-profit charity, the organization works closely with the City of Brampton, Peel Regional Police and various community groups to support resident and business involvement in community safety initiatives.

The organization is managed by a volunteer Board of Directors elected annually by a vote of membership. Additionally, a committee structure is utilized to support the organization's various program and service areas. Safe City currently focuses its efforts in 5 key areas:

- Residential Safety
- Youth Safety
- Road Safety
- Workplace/Business Safety, and
- Support of the Brampton Safe City Partnership

In January of 2003, the City of Brampton officially earned a designation as one of Canada's Safe Communities through the Safe Community Foundation. As part of this initiative, it formed a partnership with more than 25 local safety advocates and groups to create the Brampton Safe City Partnership. The Partnership works in collaboration to target crime and injury reduction in six key areas:

1. Children's Injury Reduction and Fire Prevention
2. Falls Prevention for Senior's
3. Workplace Safety in the Construction, Transportation and Manufacturing Sectors
4. Road Safety
5. Crime Reduction for Residents and Businesses; and
6. Emergency Preparedness



OUR SIX STRATEGIC PILLARS

- *Mobilize the community to take action in making Brampton a safer place to live and work*
- *Actively seek the community participation and support necessary to achieve Safe City's goals*
- *Build strategic alliances that strengthen Brampton's capacity to be safer*
- *Inspire, inform and educate through communication*
- *Work in synergy with Peel Regional Police*
- *Work in partnership with the City of Brampton to ensure an environment that supports, values and enables resident and business involvement in community safety*

Presidents Report

Brampton's community has consistently demonstrated a commitment to safety. The support of an organization like Brampton Safe City is a testament to this. Safe City was created under the concept that an effective partnership between the community, police and local safety groups, could provide the foundation for a safer community. Since 1982, this concept has been proven correct. 2003 marked Brampton's first year as a "safe community" under our designation with the Safe Community Foundation and the World Health Organization. Through this initiative, the Safe City Association supported more than 25 local groups with delivering a wide array of injury and crime prevention activities. The success of the Partnership is an



Gael Miles, Brampton Regional Councillor and Safe City President 2003/2004

illustration of Brampton's strengthened capacity to creatively address safety issues. Additionally, the Safe City Partnership has proven that Brampton is more prepared than ever to address any future safety concerns, that might arise in our rapidly growing community. This year's Annual Report will highlight our success in addressing a number of safety priorities this past year. I'm confident that you'll share my enthusiasm for the efforts of everyone who contributed to realizing these goals. On behalf of my board colleagues, staff and all of our volunteers, I thank you for your ongoing support. Make this the year that you get involved with making Brampton a safer community!

Safe City works with residents, businesses, community groups, the City of Brampton and Peel Regional Police to educate the public and support initiatives that keep Brampton a safe community.

Highlights 2003

- The Safe City Partnership exceeded its goals during this first year as a “Safe Community”
- Safe City launched Youth Safety Television, in partnership with Rogers Television and the National Crime Prevention Centre. The program engaged 15 youth, who created Public Service Announcements covering topics such as: Internet Safety; Bullying; Date Rape Drugs; Drinking and Driving; Racism and Drug Abuse. YSTV participants also participated in monthly segments on Rogers Dufferin-Peel Living program. A web site was also created for the project enabling Peel youth to contribute issues and topics for discussion on YSTV’s monthly Rogers segments
- Safe City coordinated the first ever “Neighbours Night Out” (NNO) event in Brampton. The initiative allowed more than 500 neighbours to get out and meet each other, with the purpose of increasing their familiarity and cooperation. The event also led to the formation of 15 new Neighbourhood Watch groups this past year
- Safe City continued its successful collaboration with Peel Regional Police by coordinating three “Crime Prevention Academy Leadership” seminars this past year. In total, 78 individuals received comprehensive crime prevention and leadership training, enabling them to deliver workshops on a variety of crime prevention topics
- Participants in the Youth Education and Safety program created and pilot tested S.T.O.P, a unique youth delivered anti-bullying initiative for elementary school children in Brampton
- Safe City, in collaboration with injury prevention partners in Brampton, facilitated coordination of the SmartRisk Heroes program at Brampton’s Turner Fenton Secondary School. Approximately 1,200 students were able to benefit from this interactive and highly effective injury prevention presentation
- Local residents, businesses and community groups were recognized in 9 categories for their outstanding contributions to Brampton’s community safety. This year marked the presentation of a new award, in collaboration with the Brampton Guardian, the Community Safety Hero of the Year
- The Association completed a comprehensive volunteer capacity building project to enhance our ability to recruit, train and retain volunteers
- The Association completed its first year of administrative independence from the City of Brampton - executing our transition from a “special purpose body” of the City to a “stand alone” community organization



A Celebration Of Brampton’s Local Heroes

With assistance from corporations such as Mattamy Homes, Maritime Ontario Trucking and Hydro One Brampton, Safe City introduced a new concept to its awards recognition program in 2002...Local Heroes. The Local Heroes concept was developed to recognize the ordinary people in Brampton that, through their simple acts, have made extraordinary contributions to the safety of our community. This past year’s awards celebration was held on Tuesday November 4th and was attended by over 100 guests. Safe City is proud to recognize the contributions of all our award winners this past year. A complete description of each award winner can be found on the Safe City web site at www.bramptonsafecity.ca.

Safe City Award Winners 2003

Community Partner
Region of Peel Health

Dave Boudreau Volunteer Award
Erika Friesen

Business Partner
Collex Collision-Bill Strachan

Gael Miles Youth Safety
Laura Purslow

Lifetime Achievement
City of Brampton

Safety Hero of The Year
Shereen Woodworth

Neighbourhood Watch
Roxanne Brown

Program Award-YES
S.T.O.P Committee

Program Award- CPA
Const. Tom McKay

Safe City Board of Directors
2003/2004

Board Executive Committee

President

Gael Miles,
Regional Councillor, City of Brampton

Vice President

Robert Filkin,
Partner, McCabe, Filkin and Associates

Treasurer

Jerome Dawson,
Manager, Accounting and Payroll, Brampton Public Library

Secretary

Gerry O'Hearn,
Retired CEO, Brampton Hydro One

Executive Member-At-Large

Bryan Dawson,
President and CEO, Aircraft Appliances and Equipment Ltd.

Directors

Randy Barnett,
Community Representative

Brendan Kelly,
Police Constable, Peel Regional Police 21 Division

Bob Pesant,
Account Executive, Hydro One

Board Appointees

Official Representative, City of Brampton

Sandra Hames,
City Councillor, City of Brampton

Official Representative, Peel Regional Police

Paul Tetzlaff,
Superintendent, Peel Police 21 Division

Official Representative, Peel School Board

Daljit Gill,
Trustee, Wards 2, 9 & 10

Representative, CSSD

John Beeby,
CSSD Board Member

Representative, Neighbourhood Watch

Ferdinand Olde Weghuis
NW Committee Chair

Troy Daring,
Managing Director, Infostructure Tech. Mgt

Ananda Muttiah,
Community Representative

John Sanderson,
President and CEO, JWS Waste Systems

Brampton Safe City Supporters
2003

Platinum Supporter (\$10,000 +)

City of Brampton
Department of Justice
Graham Munro Charitable Foundation
Regional Municipality of Peel

Gold supporter (\$5,000 - \$9,999)

Four Valleys Excavating and Grading Inc.
Morguard Investments Ltd. (Bramalea City Centre)
Taro Pharmaceuticals Inc.

Silver supporter (\$1,000 - \$4,999)

Brampton Board of Trade
Triple M Metal
Canadian Waste Services Inc.
Peel Police Services Board
Holiday Inn Select-Brampton

Peel Regional Police
Reinders Consultants Ltd.
Chariot Developments Inc.
Coca Cola
Labatt's Brewery



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Safe Communities Foundation
Rotary Club of Brampton
Collex Collision Experts
Molson Inc.

Board and Supporters

Community Programs:
(Neighbourhood Watch, Crime Prevention Academy)

The challenges inherent with Brampton's rapid growth have forced the Neighbourhood Watch program to reinvent itself over the years and to explore new ways to reach out to the more than 320,000 who make up the City of Brampton. During 2003, the Neighbourhood Watch Program undertook two major initiatives to enhance its outreach in the community. The first focus of the program, was to integrate the Crime Prevention Academy Seminars (delivered by Peel Regional Police) as a volunteer training tool for the program. Three separate Academies were coordinated during 2003 enabling, the program to engage and train 78 residents. The result of this initiative, was the formation of a skilled and knowledgeable volunteer team that was not only capable of leading safety workshops, but who could serve as informed representatives of the Association with Brampton neighbourhoods. The second major initiative of the program was the introduction of a Brampton's first ever Neighbours Night Out event in June. The goal of the initiative was to encourage residents to get out and plan simple events that would increase familiarity and cooperation in neighbourhoods - ultimately leading to the development of organized resident groups and Neighbourhood Watch programs. Brampton residents responded to the Neighbours Night Out initiative with tremendous enthusiasm. More than 500 residents participated in events across the city. As a result, 15 new Neighbourhood Watch programs were formed. Over the coming year, Neighbourhood Watch will take on a broadened mandate for addressing neighbourhood issues while looking to create a more formal committee structure. Through all of these changes, what has been proven during 2003 is that Brampton residents still support, want and need a neighbourhood safety program like



Neighbourhood Watch. Their enthusiasm is a validation of that.

Youth Programs:
(Youth Education and Safety, Youth Safety Television)

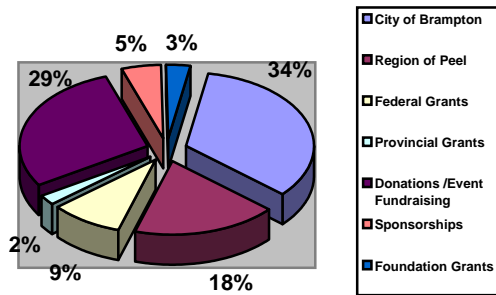
With continued support from the Region of Peel, the Youth Education and Safety program continues to be a tremendous success story. Since its launch in 2001, the program has provided safety oriented volunteer placements and training to 170 youth in Brampton. YES youth were able to assist with a number of events this past year, including: Emergency Preparedness Week; Police Week; the Arrive Alive Bottle Drive; the Peel Children's Safety Village Summer Camp; the Halloween Light Stick Event; Party in the Right Spirit Event; Peel Regional Police-Park Clean-Ups; and Bike Rodeos. YES youth also demonstrated outstanding initiative through the creation of a unique anti-bullying initiative entitled S.T.O.P. This interactive youth-led program was successfully pilot tested by YES volunteers with over 80 children this past year. The group plans to expand their efforts even further during 2004.

One of the exciting benefits of the YES program has been its ability to serve as a catalyst for new initiatives. An example of this was seen through the creation of the Youth Safety Television Project this past year. In partnership with Rogers Television, Safe City recruited and trained 15 youth to produce 6 Public Service Announcements on local safety issues affecting youth. The commercial spots were broadcast on Rogers Television and linked to a specifically designed web site for the program. In addition, YSTV participants took part in monthly segments of Rogers "Dufferin-Peel Living" program. During these segments, YSTV was able to provide a youth perspective on a variety of safety topics, that were identified via e-mails from Peel Region youth to the YSTV web site. Safe City is proud of its association with initiatives such as YES and YSTV. The success of these programs continues to validate the important role that youth can play with ensuring a safer and healthier community.



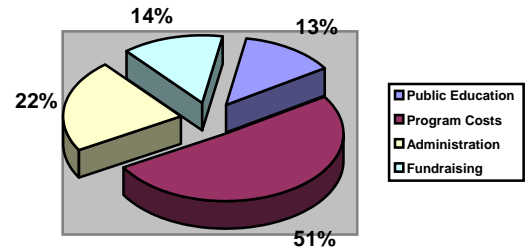
The Numbers

Brampton Safe City Revenues 2003



Total Revenues 2003: \$ 290,797

Brampton Safe City Expenses 2003



Total Expenses 2003: \$ 285,222

Brampton Safe City Statistics

- 120 crime prevention and community safety activities were coordinated with 7,912 residents participating
- 3,391 volunteer hours were contributed to community safety initiatives
- 80 youth were engaged in the Youth Education and Safety Program (170 since 2001)
- 1,200 students participated in the SmartRisk Heroes program at Turner Fenton Secondary School
- 15 Youth participated in Youth Safety Television creating 6 Public Service Announcements
- 15 neighbourhoods (250 residents) started Neighbourhood Watch groups
- Neighbours Night Out events engaged more than 500 residents
- 78 individuals participated in Crime Prevention Academy Training

Safe City Partnership statistics

The Brampton Safe City Partnership enjoyed a successful first year as a Safe Community. The coalition was able to meet and exceed its objectives for this past year.

Child Safety

- Risk Watch was implemented in 22 schools, by Brampton Fire and Emergency Services, reaching an estimated 16,500 children
- Peel Health and Safe City Partners coordinated 2 "Wear the Gear Events" for 150 children
- Partnership members coordinated 7 car seat safety clinics and 1 Donor Program clinic, inspecting 229 car seats. 85% (195) of the inspected seats were correctly reinstalled

Seniors Safety

- 714 seniors received falls prevention and safety training through the Adult Injury Prevention Network

Workplace Safety

- 46 businesses completed the Safe Communities Incentive Program and earned WSIB rebates totalling \$61,516
- 2 health & safety workshops were completed with 43 businesses participating
- Young worker safety was promoted to 1,244 students in 8 Brampton high schools through the WSIB

Road Safety

- Use of the Road Watch program increased by 28%
- Repeat Road Watch offenders remained at less than 1%



Board of Directors
2003/2004