

# DSN

DOWNTOWN SECURITY NETWORK



## Downtown Security Network 2011

# Downtown Security Network?

## What is the

- **DSN is a BIZ-led, Winnipeg Police Service-endorsed safety initiative connecting downtown business owners, property owners, and security teams with each other, the police and the BIZ**



# **Downtown Security Network?**

- **You will know immediately when incidents occur, allowing you to take added precautions to protect your customers, staff and property**
- **Issues will also be communicated immediately to police and the broader network, encouraging everyone to be alert**



# What is the Downtown Security Network Goal?

- **The Downtown Security Network will increase safety by creating broader and enhanced partnerships, with excellent communication**

# Downtown Security Network

## Goal?

- Take a proactive approach to solving our downtown criminal problems.
- A team approach using the unique skills and abilities of each member to achieve greater success.
- Working together to create a safe & secure downtown through a joint approach to handling the ongoing criminal and livability problems affecting downtown.

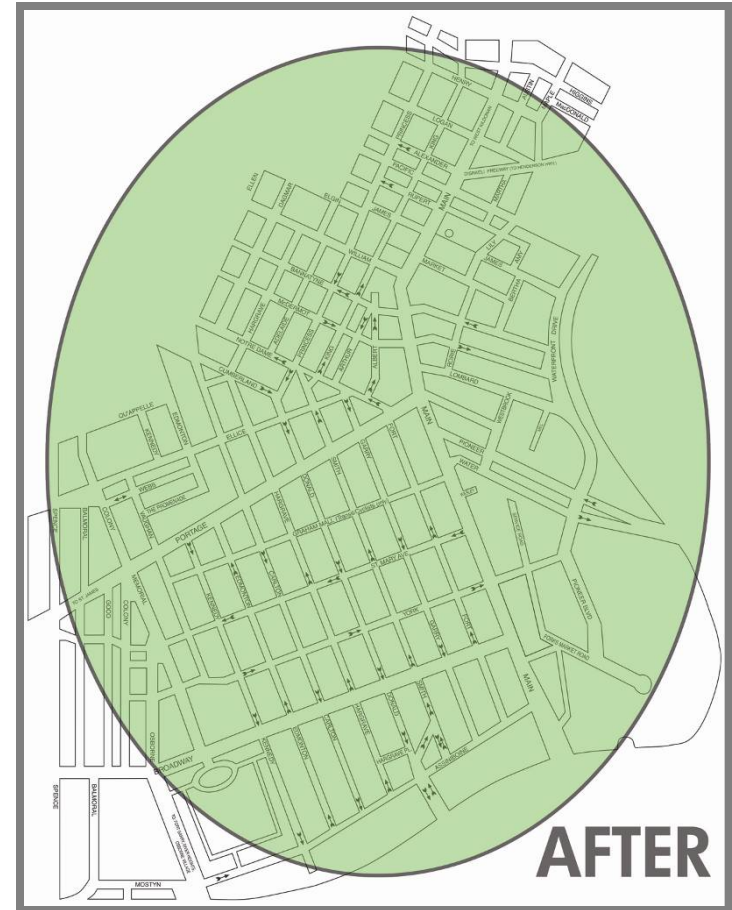


# Downtown Security Network Goal

50% communication with Neighbors



99.9% communication with Neighborhood



# How did DSN come about?



## Learning from Others - Minneapolis, Portland



# Components of the Security Network

1. E-Alert Network
2. Regular Town Hall Meetings
3. More Training Workshops
4. Downtown Safety Website
5. Catalogue of all Downtown Cameras and contacts for WPS
6. Public Relations Campaign



# 1. DSN E-Alert Network

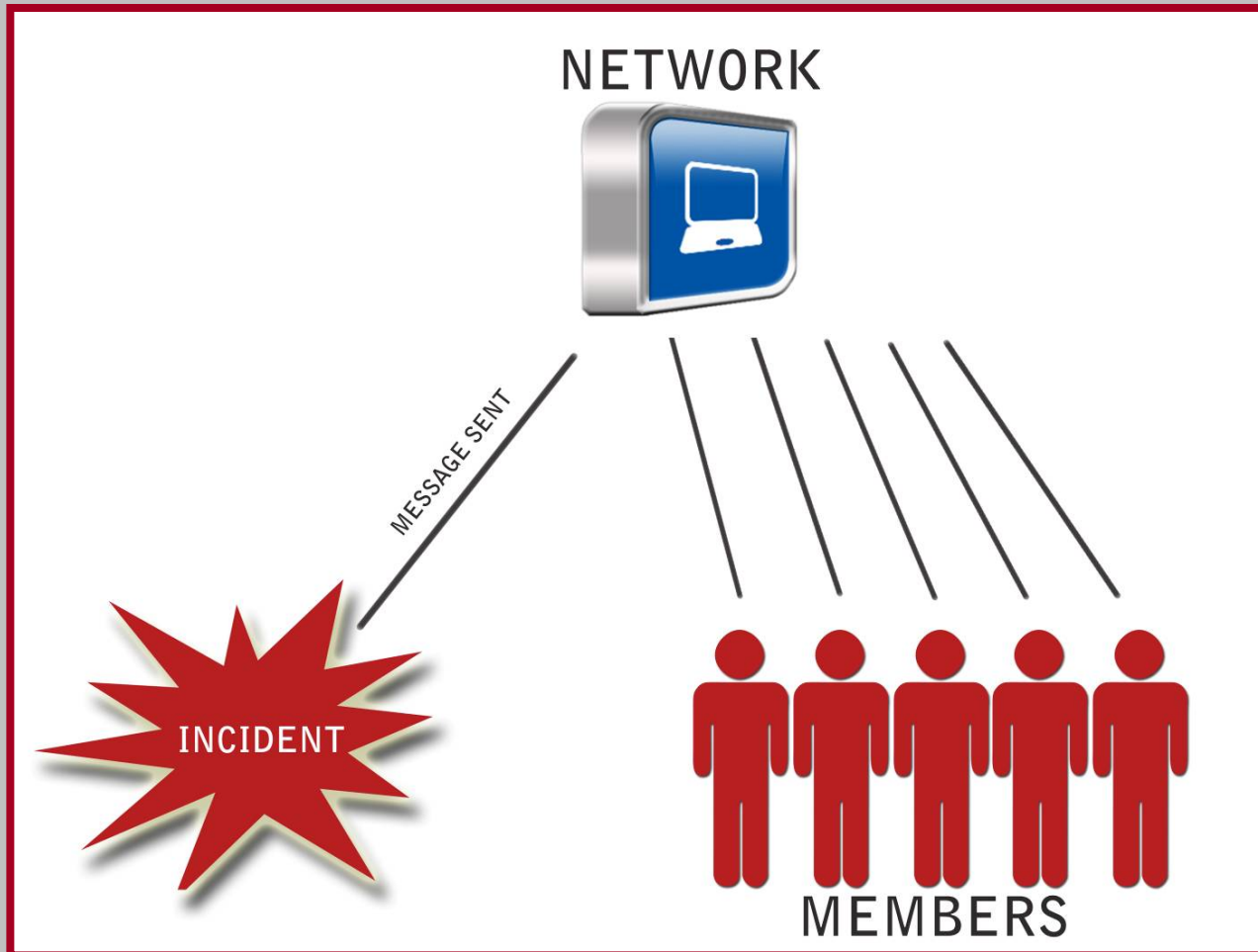


- DSN members communicating with each other when there are issues your neighbors' need to immediately know and keep a look-out.

**-Self Governed**



# 1. DSN E-Alert Network



# 1. DSN E-Alert Network



**DSN Members can email, text message each other or log on to the website, the instant there is an incident that the DSN needs to know about.**



# Different ways you can E-Alert?

There are 3 different ways you can E-Alert:

1. Send an E-mail to: [alert@dsnwinnipeg.com](mailto:alert@dsnwinnipeg.com)
2. Send a text message to: 204-951-8639
3. Log onto the website and post one by clicking the “E-Alert Button”

# 1. When do you E-Alert?

- **All serious criminal activity AFTER reported to police.**
- **Minor offences to be shared with the network:**
  - Thefts from offices, hotels, vehicles especially with suspects.
  - Frauds – Counterfeit
  - Smash and Grabs (car or property)
  - Sexual Assaults (other assaults on public)



# Example 1 of an E-Alert



**Sent out by DSN member -  
Retailer**

***There has been a robbery 16  
minutes ago, smash and grab.  
We photographed  
the alleged criminal, see  
attached photo. Contact the  
Downtown Watch at:  
958-4627.***

# Example 2 of an E-Alert

*At 8 AM, 10 cars had been vandalized in our Hotel Parkade. Not sure if there have been more incidents last night, but they may be coming your way, be aware.*



## 1. When you shouldn't E-Alert

- Panhandlers
- Loitering
- Drinking parties
- Intoxicated persons
- Suspicious activity
- SafeWalk
- Lost/missing person

**CALL THE WATCH OR  
OUTREACH & BLOG THE  
CONCERN**



## 2. Town Hall Safety Meetings

- **Every 2 months, A.M**
- **WPS representative provide info on trends, safety issues**
- **Other speakers are invited**
  - **Downtown Crown Prosecutor**
  - **Project Break-Away**
- **Members ask Questions**
- **Minutes recorded & reported on next meeting or earlier via email communications**

# 3. DSN Training & Workshops



# 4. Downtown Safety Website

## BLOG / MESSAGE BOARD

- Help identify trends & share info on quality of life issues
- Report graffiti & Litter
  - Ask the Inspector
- Questions on safety

- Good news or success stories
  - General thoughts
- Advocacy Update
  - Training update
- Meeting update & Minutes



# 4. Downtown Safety Website

# DSN

DOWNTOWN SECURITY NETWORK



Home

## Welcome!!

- ABOUT DSN
- LOBBYING EFFORTS
- 958-SAFE INITIATIVE
- DOWNTOWN CRIME RATES AND STATS
- SAFETY PROGRAMS FOR YOU
- MEETINGS AND WORKSHOPS
- NEWS



The Downtown Security Network (DSN) is a Downtown BIZ-led, Winnipeg Police Service-endorsed safety initiative connecting downtown business owners, property owners, and security teams with each other and with the police and BIZ.

The DSN allows members to share resources and communicate immediately about safety issues in order to reduce crime and improve downtown safety.

DSN membership is open to all organizations that provide private or public security services downtown, as well as small business owners, property owners, building managers, and residential property management teams in the downtown.

By joining the DSN, you will know immediately when incidents occur, allowing you to take added precautions to protect your customers, staff and property. Issues will also be communicated immediately to police and the broader network, encouraging everyone to be alert.

Username:

Password:

**LOGIN**

Are you a downtown business who would like to join the DSN?  
[Sign up for membership here](#)

[Forgot your password?](#)

### NEXT DSN TOWN HALL MEETING

Friday, April 29, 2011

Time: TBD  
Location: The Marlborough Hotel

Call 958-4634 or e-mail:  
[chyan@downtownwinnipegbiz.com](mailto:chyan@downtownwinnipegbiz.com)  
to R. S.V.P

### NEXT DSN WORKSHOP

Date: March 18, 2011

Time: 8:30am-10:00am  
Location: Fred Douglas  
Place: Topic: CCTV / Cameras

Presentation by: AAA Alarms

Call 958-4634 or e-mail:  
[chyan@downtownwinnipegbiz.com](mailto:chyan@downtownwinnipegbiz.com)  
to R. S.V.P

An Initiative of the Downtown Winnipeg BIZ



### CALL 958-SAFE

- For a SafeWalk
- For public intoxication and aggressive panhandling
- If you see someone in need
- For emergencies, call 911

Our Downtown Watch will be happy to help you!

ENDORSED BY  PREMIER SPONSOR  OUR SPONSORS  

DSN © COPYRIGHT 2009

# 5. Catalogue of all Downtown Cameras & contacts for WPS



# 5. Catalogue of all Downtown Cameras & Contacts for WPS

## Reasons to add your camera(s)

- **The purpose of cataloging members cameras is to create a database for WPS to have access when needed.**
- **When a crime is committed, WPS can quickly access the database, find out if there are useful cameras to help identify the crime and proceed to locating the individual who committed the crime.**
- **Cameras can only be accessed by the DSN administrator and WPS. This database is not accessible to members of DSN.**

# Who can Join the DSN?

- **Anyone who has vested interest in the public safety can become a member, including small business or property owners, building managers and residential property management teams.**
- **Organizations providing security services in the downtown area (private or public).**
- **To join the DSN, contact The DSN Coordinator at the BIZ: 958-4634 or visit: [www.dsnwinnipeg.com](http://www.dsnwinnipeg.com) or [www.downtownwinnipegbiz.com](http://www.downtownwinnipegbiz.com)**

# DSN Annual Membership Fees

**No Charge** for Downtown Winnipeg BIZ members  
and Crown Corp. members

- **Government Buildings** \$750 per
- **Residential Towers** \$500 per
- **Outside BIZ Zone** \$550 per
- **Non-Profit** \$250 per



## **Public Relations Campaign**

- **Promote successes of the DSN**
- **Public awareness campaign**
- **Increase public awareness for an easy-to-remember phone number, e.g. #SAFE**
- **Create ownership of safety in our downtown (show how the public can help make a difference)**
- **Grow feelings of safety and control for all members & the public downtown**

## **Marketing Campaign**

- **Posters at key locations in the downtown**
- **Decals around downtown (e.g. bus shelters, parking pay stations, etc.)**
- **Stickers in downtown businesses' storefront windows & on cash registers**
- **Transit shelter ads**
- **Parkade ads**
- **Posters & decals at DSN members' locations**

# Questions & Discussion

# DSN

DOWNTOWN SECURITY NETWORK



*downtown*

**WINNIPEG BIZ** CAN WE GET YOU ANYTHING?