



every DAY, our officers and civilian professionals work to keep the public safe. We respond to 9-1-1 calls and investigate crime, but we also aim to be proactive in our policing efforts to

prevent crime from occurring in the first place.

A key part of proactive policing is education and awareness. Information is very powerful, and as a police department, we make it a priority to provide Vancouverites with information they need to help ensure their own safety and the safety of their friends and family.

When it comes to a sense of safety, we know that the perception of crime in our neighbourhood is equally as important as the actual crime that occurs. That's why it is vital to arm the public with the best and most accurate info available.

As we reflect on 2019, we take a look at a few of the public awareness initiatives the VPD developed and implemented last year to connect with the public.

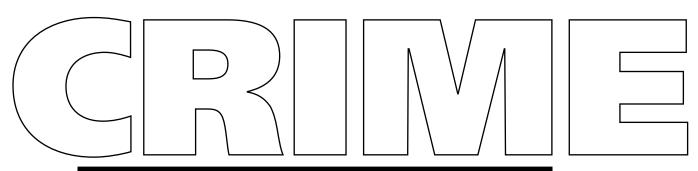
Some of these educational initiatives were identified due to emerging crime trends, while others were tied to national or international campaigns promoting a topic related to public safety. Other educational initiatives were driven by the community we serve – we aim to maintain a two-way conversation with the community so we can provide information on what people need.

Although this year's report looks at our broader campaigns, it's important to note that our most valuable mode of communication with Vancouverites is in-person interaction. Our officers have more than one million individual contacts with the public each year.

In this report, we're also including our year-end crime statistics for 2019. There was an increase in the overall property crime rate and the violent crime rate. However, there was a decrease in specific major violent crimes like homicides, sexual offences, and bank robberies. Our analysis shows that the property crime rate was impacted by the high number of incidents of theft from automobiles, and the violent crime rate was driven by a high number of assaults. I am pleased to report that the VPD came under budget for the 15th consecutive year.

CHIEF ADAM PALMER

VANCOUVER POLICE DEPARTMENT



	NUMBER	NUMBER	2018	2019	
	OF INCIDENTS	OF INCIDENTS	RATE	RATE	%
CRIMINAL OFFENCES	2018	2019	/1,000 POP	/1,000 POP	CHANGE
					(RATE)

VIOLENT CRIME	5,338	5,799	7.89	8.45	7.2%
Culpable Homicide	15	10	0.02	0.01	-34.2%
Attempted Murder	18	22	0.03	0.03	20.6%
Sexual Offences	646	621	0.95	0.91	-5.2%
Assaults	4,064	4,521	6.01	6.59	9.8%
Robbery	595	625	0.88	0.91	3.6%

PROPERTY CRIME	41,773	44,538	61.73	64.94	5.2%
Break-and-Enter	4,370	4,693	6.46	6.84	6.0%
Theft of Motor Vehicle	1,536	1,392	2.27	2.03	-10.6%
Theft from Auto	14,606	16,483	21.58	24.03	11.3%
Theft (Over / Under \$5,000)	12,353	13,121	18.25	19.13	4.8%
Possession of Stolen Property	543	616	0.80	0.90	11.9%
Fraud	3,101	2,922	4.58	4.26	-7.0%
Arson	252	244	0.37	0.36	-4.5%
Mischief (Over / Under \$5,000)	5,012	5,067	7.41	7.39	-0.3%

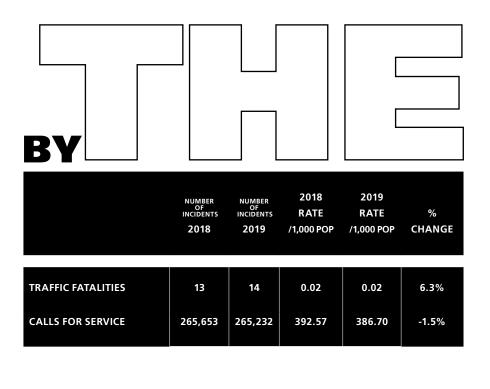
OTHER CRIME	5,948	6,443	8.79	9.39	6.9%
Offensive Weapons	606	862	0.90	1.26	40.3%
Other Criminal Code	5,342	5,581	7.89	8.14	3.1%

TOTAL CRIME	53,059	56,780	78.41	82.78	5.6%

DRUGS	2,115	1,459	3.13	2.13	-31.9%
Cannabis	457	39	0.68	0.06	-91.6%
Cocaine	482	342	0.71	0.50	-30.0%
Fentanyl	333	397	0.49	0.58	17.6%
Heroin	267	113	0.39	0.16	-58.2%
Methamphetamine	446	401	0.66	0.58	-11.3%
Other	130	167	0.19	0.24	26.7%

TRAFFIC	2,246	1,493	3.32	2.18	-34.4%
Dangerous Operation of MV	84	86	0.12	0.13	1.0%
Impaired Operation of MV	1,216	855	1.80	1.25	-30.6%
Fail / Refuse Breath / Blood Sample	158	134	0.23	0.20	-16.3%
Fail to Stop / Remain at Scene	563	176	0.83	0.26	-69.2%
Driving while Prohibited	225	242	0.33	0.35	6.1%





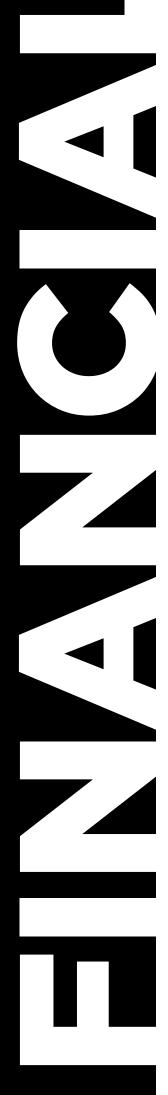
2018 2019

POPULATION 676,700 685,885

For more information on our data disclaimers and limitations, please refer to: vancouver.ca/police/planning/info.htm



ELINE DO NOT CROSS



SUMMARY

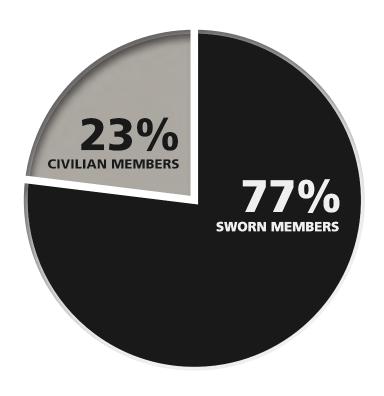
FINANCIAL SUMMARY	2018	2019	% CHANGE
	(\$1,000)	(\$1,000)	
Budget	\$286,756	\$301,239	5.1%
Cost	\$286,740	\$301,225	5.1%
UNDER BUDGET	\$16	\$14	

This is the 15th consecutive year the VPD has finished the year under budget.

For more details, visit:

http://vancouver.ca/police/policeboard/financial.htm

AUTHORIZED STRENGTH	2018	2019	% CHANGE
VPD Sworn Members	1,327	1,327	0%
VPD Civilian Members	388.5	401	3%
TOTAL POSITIONS	1,715.5	1,728	1%



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- **You want excitement.**
- **You want job security.**
- You want a great benefits package.
- ✓ You want work-life balance.
- $oldsymbol{
 u}$ You want to make a difference.



Join**v**PD.CA

RECRUITING QUALITY CANDIDATES can be challenging these days, in real life and online, with many police services competing for the same thing. Looking to break through all the noise and stand out, the VPD created this campaign to catch people's attention.

The bright pink colour, which stands for empathy and compassion, along with a little tongue-in-cheek humour and reverse psychology, combined to make an attention-grabbing statement. The lighthearted approach illustrates a lighter side to policing and police officers, possibly appealing to people who may have never considered public safety as a career.

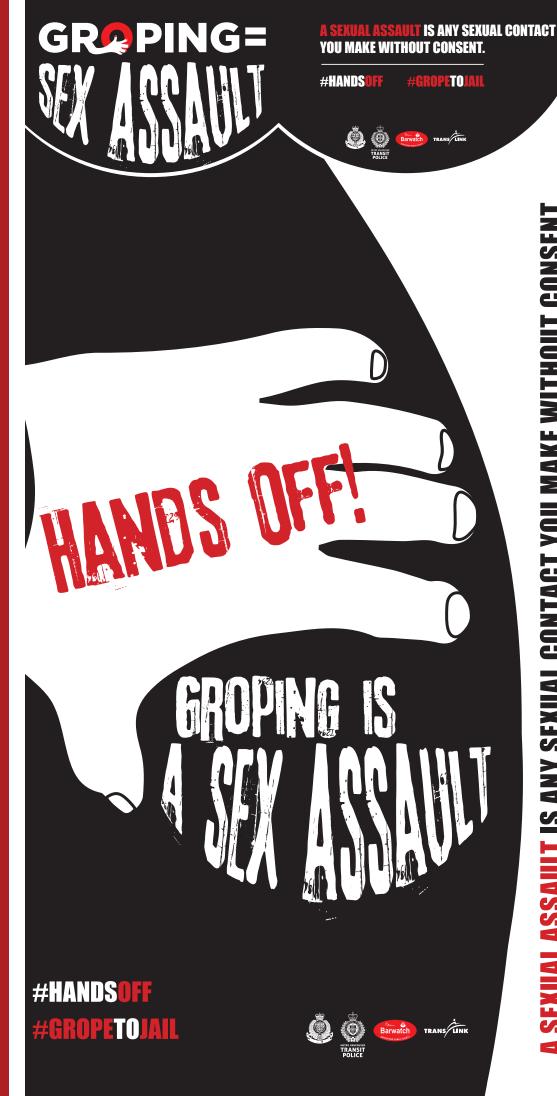




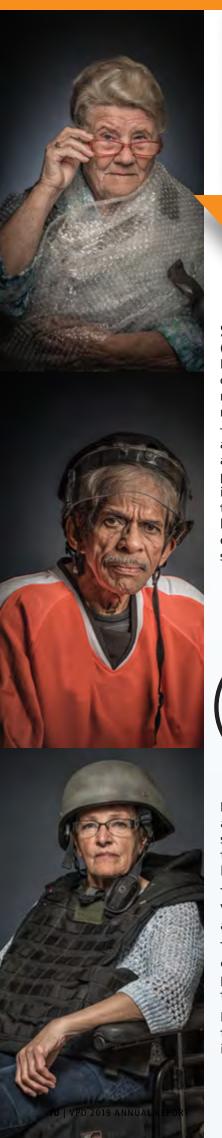
IN RECENT YEARS,

Vancouver Police have noted an alarming increase in the number of groping incidents reported in the city. In response, the VPD developed this campaign to warn potential offenders that any sort of unwanted sexual contact is a crime, and partnered with Metro Vancouver Transit Police and BarWatch to raise awareness.

While unwanted sexual touching can happen anywhere, it's most prevalent in crowded places, so posters were displayed in bars, transit stations, and on buses and SkyTrain, in addition to a social media campaign.







S.A.F.E.

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(Safety wareness for Elders) is an ongoing campaign that covers a range of safety concerns most relevant to seniors – from fraud prevention and cybercrime, to elder abuse. Brochures and posters were printed in larger text and translated into several languages, offering education and tips on staying safe.





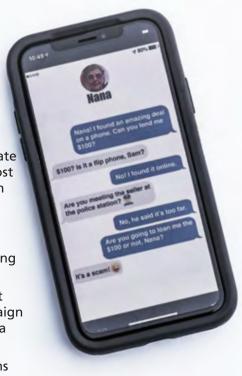
#NANAsays

FRAUDSTERS are using more and more elaborate and convincing tactics that can fool even the most skeptical consumers. Surprisingly, the generation that grew up with the Internet has become the largest group of people defrauded online.

The #NANAsays campaign, funded by the Vancouver Police Foundation, was aimed at raising awareness of online fraud with millennials.

The traditional assumption that seniors are most often victimized doesn't hold true, so the campaign plays on the unexpected, with fraud-aware Nana texting advice to her millennial grandchild.

It's important to stay aware of the types of scams taking place, and to stay as vigilant online as you do in the real world.





LOVE WHO YOU WANT, PLAY WHAT YOU WANT

is a community and police sports initiative promoting the inclusion and acceptance of LGBTQS2+ youth and adults to love who they want, and play or attend the sport they want, without fear.

In a recent study, 84 per cent of gay men and 88 per cent lesbians – both spectators and players reported being targets of verbal slurs and homophobic slurs. Seventy per cent of LGTBQ2S+ youth said they felt sport was not a safe place for them. (source: Out on the Fields)

The campaign has included community events and the distribution of t-shirts, with the goal of raising awareness and making playing or watching sports an inclusive experience.



