# ANNUAL IMPACT REPORT



SAFE CITY MISSISSAUGA

# **Leading Community Safety and Crime Prevention**

This year we celebrated our 30th birthday!

Our 30th year of leading evidence-based community crime prevention.

Our 30th year of collaborating with city leaders and community entities from every end of the city to take action for community safety.

Our 30th year of helping lift Mississauga to being named one of Canada's safest cities 15 years in a row.

From reimagining one of our classic programs to bringing a new software to Canada for the first time, 2022 was a big year for Safe City in every way.

Over the last three decades, we've learned a lot about our place and the gap we fill in the community. We serve a fundamental human need and a critical community need - We lead and facilitate the conditions for neighbourhoods to feel safe and secure which is the foundational building block for ensuring citizens prosper.

Linden King
Chair, Safe City Mississauga

# Our Value Proposition

Safe City Mississauga's value proposition is solid.

### **Action Driven**

The 'proof is in the pudding" - We don't just talk about safety statistics and facts. We involve the community in actions that have helped lift Mississauga to be named one of Canada's safest cities for 15 consecutive years.

### **Trustworthy Conduit**

We understand the social fabric of Mississauga and we've established trusted relationships with police services and city leaders which gives us the ability to act on community input.

### **Serving A Fundamental Human Need**

We serve a very critical need in the community, encouraging and facilitating the conditions for neighbourhoods to feel safe and secure, which is the foundational building block for ensuring citizens prosper.

## NEIGHBOURHOOD SERVICES

- Neighbourhood Watch
- Business Watch
- Data Collaborative Team
- Risk Terrain Modelling

# YOUTH SERVICES

- School Watch
- Aspire Tutoring
- Counter-Act
- · Youth Life Skills

# 2022 AT A GLANCE

7,335

Program participants from all ages, backgrounds, demographics and neighbourhoods across Mississauga

224

Hardworking volunteers who gave us their time, talent and passion

4,451

Volunteer hours poured into innovative and evidence backed community crime prevention initiatives

15

New youth employees and placement students hired to elevate the voices of Mississauga's youth population

30

New Neighbourhood Watches activated to strengthen more Mississauga communities



Knowledge exchange events hosted to share innovations in crime prevention

13

External events attended to share our programming with residents across the city

30

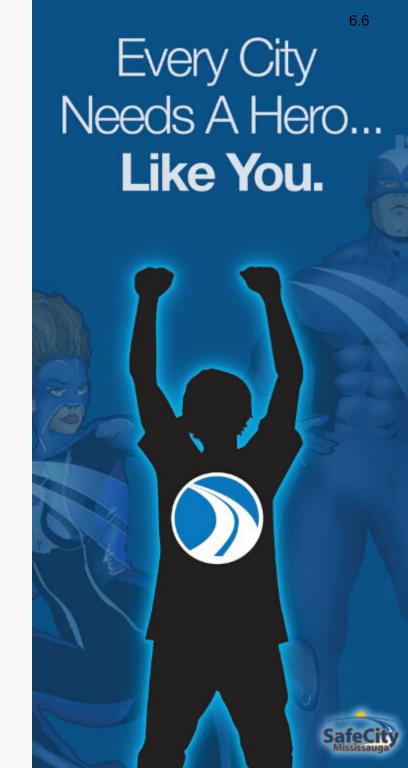
CPTED audits completed to identify ways to improve safety in neighbourhoods, parks, and businesses

4,620

Youth employment and placement hours provided to help prepare the next generation of professionals

2,000

Residents reached through canvassing to expand Neighbourhood Watch across the city



# **COMMITTEES OUR STAFF CONTRIBUTE TO:**

- Malton Youth Engagement Coordinating Committee
- Peel Situation Table
- Creditvale Community Wellness Hub
- Community Safety and Well Being Data and Evaluation Table
- CPTED Committee
- IMET (Integrated Municipal Enforcement Team) Committee
- Sheridan College, Investigations Public & Private Professional Advisory Council (new in 2022)

# We are actively manifesting a safer Mississauga through 4 strategic pillars...



### **Neighbourhood Collaborations**

We're constantly seeking partnerships with all types of entities in our community including neighbourhoods, businesses, schools, police, colleges/universities and community organizations. A safe city demands the voices and input of all the parts of it. Here at SCM, we take initiative to identify and engage these entities to cultivate community informed programs and solutions that benefit everyone.



### **Empathy in Action**

The goal of the crime prevention work that we do is not to exclusively serve today's community - it's designed to create long term positive effects and a bright future for generations to come. We put a special emphasis on youth engagement to empower young people to actively contribute to shaping the world they want to live in.



### **Data-Driven Solutions**

Every single program, course and piece of content we put out is backed by rigorous data pulled from leading data sources. Our services offerings are developed from and informed by evidence-based solutions to crime related problems and are continuously evaluated for agile adaptation and adjustment.

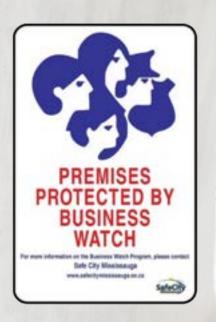


### **Outreach & Focus on Diverse Communities**

We work and live in one of the most diverse communities not just in Canada, but in the world - By engaging citizens of all ages, backgrounds and demographics, we're leveraging our diversity as a powerful tool to create a city that is safe from end to end for ALL its residents. No one gets left behind on our clock.

# WATCHES 뿚

# **PROGRAMS**







# **PILLARS**



Crime
Prevention
Education



Community Engagement Events



Responsible
Reporting of Crime
and Suspicious Activity

# NEIGHBOURHOOD SERVICES

# **BUSINESS WATCH**

Mississauga is fortunate to be home to incredible large and small businesses - from delicious eats to offices that employ hundreds of residents, businesses strengthen the fabric of our community and deserve to feel safe.

In 2022, we watched our Business Watch program grow, with two new watches activated in Clarkson and Cooksville respectively. These watches were created with the support and collaboration of the Clarkson Village BIA and the Cooksville BIA. We're incredibly excited and grateful to be partnering with these two vibrant communities!

# SafeCi Mississau RIME PREVEN





# NEIGHBOURHOOD WATCH

Neighbourhood Watch has been a safety and community staple in Mississauga for over 30 years. For three decades, we've seen the program bring communities together to look out for one another, celebrate the strength in their diversity and lift the vulnerable. Through the pandemic and beyond, NW continues to grow stronger, larger and more united.

In 2022, we activated **30 new Watches** while connecting and empowering residents with crime prevention training all across Mississauga.

Thanks to the efforts of our brilliant team leads, we also saw a great wave of community engagement events that brought out neighbours of all ages.

Thank you to our **7,000 Neighbourhood Watch** members for your efforts in keeping Mississauga safe.



# NEIGHBOURS NIGHT OUT (NNO)

In 2022, Neighbourhood Watch members hosted six Neighbours Night Outs with support from Safe City Mississauga. Free for all ages, NNOs bring together the community for a fun street party where they can meet their neighbours, strengthen neighbourhood spirit and deter criminals by showing them that their neighbourhood is connected.



# OPERATION CLEAN SWEEP

In 2022, we supported three Operation Clean Sweeps. The goal of Operation Clean Sweep is to help make Mississauga safer by cleaning up graffiti and litter to help reduce criminal activity. Rapid removal and clean up is one of the most effective strategies a community can carry out to significantly reduce or even eliminate vandalism and graffiti. Removing graffiti sends a message to those committing the crime that it is not tolerated and indicates that the area is being supervised.

Thank you to the following neighbourhoods who rolled up their sleeves and carried out Operation Clean Sweeps!







# CHARITY DRIVES 1110 POUNDS OF FOOD 305 ARTICLES OF CLOTHING \$1000 MISSISSAUGA FOOD BANK

At Safe City Mississauga, no one gets left behind. Our incredible Neighbourhood Watch team leads and members work tirelessly to ensure that the most vulnerable members of our community feel supported, empowered and included.

In 2022, five Neighbourhood Watch teams organized charity drives aimed at collecting much needed items such as food, diapers and winter clothing. When we lift others, we all thrive - thank you to the following Watches for championing this value:

Applewood Road, 1591 South Parade Court, Periwinkle Crescent, Knotty Pine Grove, and Varden Court

# NEW COURSES

We are strong proponents of education being the catalyst for long term, sustainable change and development. Thanks to generous support from the Ontario Trillium Foundation and the Government of Canada's Canada Summer Jobs Grant, We were able to create two new courses for Neighbourhood Watch teams to be informed on key issues affecting our community - Senior Safety and Intimate Partner Violence. These courses will equip members with the knowledge and tools they need to effectively identify, report and help support victims of crime.



# YOUTH SERVICES



# SCHOOL WATCH

School Watch provides an opportunity for Mississauga high school students to participate in community safety and well-being.

Youth learn best when they feel safe and prepared. By equipping them with the knowledge and skills they need to conquer "adulting" and keep themselves safe, their learning thrives and they are empowered to achieve their goals.

Through this program, we offer online courses and in-person workshops to support youth in building life skills, and understanding the importance of graduating high school and keeping a clean criminal record. We organize school and community clean-up events so students can earn volunteer hours and help make their community a safer place to live, work, and play.

In 2023, School Watch will continue growing and collaborating to improve safety and well-being for young people in our city!

# YOUTH LIFE SKILLS

It's more important than ever for the next generation to understand how to manage their finances, critically evaluate information, chart their academic and career paths, and live a healthy and balanced lifestyle.

Through early intervention in the lives of youth, we enhance their knowledge of life skills and promote positive decision-making. The content is offered in two formats: online mini courses and in-person workshops.

Each topic includes worksheets to support skill integration and youth earn certificates for completing our courses and workshops, which are great for adding to resumes!

Thanks to generous support from the Ontario Trillium Foundation, our online mini courses were updated in 2022.

# YOUTH LIFE SKILLS

# **COURSE & WORKSHOP TOPICS**



Communication Skills



Jobs & Careers



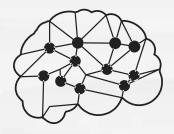
Healthy Living



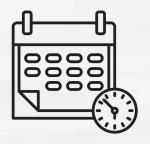
Personal Finance



Planning for Post-Secondary Education



Critical Thinking



Time Management,
Planning &
Organization



Volunteering

# **ASPIRE TUTORING**

For 12 years, the Aspire program led in innovation by empowering youth through free one-to-one tutoring designed to help them excel academically, gain mentorship and fall in love with learning. Aspire filled a service gap by making high quality tutoring accessible to thousands of students in communities across Mississauga at a time when tutoring supports were limited.

During the pandemic, school boards began offering free tutoring support to their students - this inspired us to use this as an opportunity to re-evaluate and reimagine the Aspire program to reflect the new needs of our students.

Aspire's positioning in the education space will look different but our dedication to Mississauga students and seeing them thrive academically remains clear and steadfast!



# #FUTUREGRAD

Education = empowerment. Our goal is to see every student in Mississauga graduate high school and use their education to open the door to a bright career, future and life. Our #FutureGrad Grad 101 course gives students a leg up by delving into the requirements for graduating from secondary school in Ontario, information on specialized programs like OYAP and SHSM and alternative learning options like night school.





- Students that are engaged in school and succeed in graduating are less likely to engage in crime
- 40,000 Canadian students drop out of school every year
- 1 in 3 high school dropouts leave after Grade 9 or less
- Over 80% of the inmates in federal jails are dropouts.

# #GRAFFITI-FREE CITY

The #Graffiti-Free City campaign promotes a cleaner community and includes our three Counter-Act: Graffiti and Vandalism Prevention courses for youth, neighbourhoods and businesses. Our youth course explains three common myths about vandalism and provides alternative ideas for expressing political views or creativity. Our neighbourhood and business courses detail how to prevent and respond to vandalism around residential and commercial properties.





Graffiti and vandalism need to be reported and cleaned up quickly. If left unreported, graffiti leaves the impression that no one cares, leading to increased graffiti and crime. It can also contribute to a loss of business, growth and tourism and a reduction in property values. Cleaning up graffiti also diverts tax dollars from social services. Through this campaign, we're mobilizing the community and taking on the groundwork necessary to create a graffiti-free Mississauga.



# JUSTICE LUNCHEON

In April 2022, we hosted our 11th annual Justice Luncheon, an event designed to bring together community leaders and members to learn about the state of policing in Peel through a keynote address by the Chief of Peel Regional Police.







# Generously supported by:

















# JUSTICE LUNCHEON

# How Peel Regional Police and Safe City Mississauga Work Together

"Safe City Mississauga embodies the spirit of everything I've spoken about when it comes to adopting an upstream collaborative risk driven approach to improving the safety of Mississauga in a way that is thoughtful."

### -Chief Nishan Duraiappah



Memorandum of Understanding



Data Collaborative Team



Neighbourhood Watch



**Board Membership** 



Risk Terrain Modelling



**Business Watch** 



# CRIME PREVENTION CONFERENCE

Community Safety and Well-being: Harnessing the Evidence, Harnessing What Works

In November 2022, we hosted our annual conference, and covered Risk Terrain Modelling, Human Trafficking, Domestic Violence In Immigrant Communities, and Community Safety and Well-being.



# **Generously supported by:**





























# CRIME PREVENTION CONFERENCE

Keynote Speaker - Dr. Joel Caplan



Dr. Joel Caplan works with cities and towns to prevent crime, improve community policing, and make data-informed decisions that enhance public safety.

He specializes in GIS mapping and crime pattern analysis, and codeveloped Risk Terrain Modeling (RTM). RTM diagnoses environmental features that connect with crime. It helps people develop the best strategies for crime deterrence and prevention.

Joel is a Professor at Rutgers University School of Criminal Justice (SCJ) and serves as Director of the SCJ Master's Program and Director of the Rutgers Center on Public Security (RCPS).

Joel has published over 40 peer-reviewed journal articles and two books, "Risk-Based Policing: Evidence-Based Crime Prevention with Big Data and Spatial Analytics" (2018) and "Risk Terrain Modeling: Crime Prevention and Risk Reduction" (2016). His research on communities, crime and policing empowers multiple stakeholders with evidence to maximize resources and create safer and more secure environments.

# CRIME PREVENTION CONFERENCE EVENT HIGHLIGHTS





Hero Award
"The Organization/Group
Award"

presented to

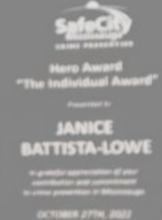
APPLEWOOD ROAD NEIGHBOURHOOD WATCH

In grateful appreciation of your contribution and commitment to crime prevention in Mississaugi

OCTOBER 27TH, 2022

Founding Partner and Award Sponsor

Bell



Generously supported by:

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The Hero Awards celebrate Mississauga residents who have made extraordinary contributions to crime prevention in their community. Contributions can include: Outstanding dedication and commitment, heroism, taking initiative and action and creativity/innovation.



# **Individual Hero Award Winner: Janice Battista-Lowe**



Generously Supported By:



Janice runs the GLE Movement, which provides youth in Malton with the tools they need to grow, lead, and excel! Janice is a well-loved and dedicated teacher at Ascension of Our Lord Secondary School. Both inside and outside of the classroom, Janice supports Malton youth with education, experiential learning, and life skills. She is an active participant in Malton, with a seat on the Malton Youth Coordinating Committee and organizes events with Safe City Mississauga, Peel Regional Police, and the City of Mississauga. Janice fosters community partnerships and advocates for students to help make Malton a place where everyone can feel safe and thrive!

Janice ensures students gain valuable life skills and access services to support their transition into young adulthood. She takes initiative and action and uses creativity, organizing community events and amazing giveaways from bicycles, to haircuts, to backpacks. Janice is a true hero and deserves recognition for stepping up for Malton youth!

Youth Hero Award Winner: Nikki Beaudry



Generously Supported By:



Nikki is a student in the social service worker program at Sheridan College and is dedicated to improving the well- being of the community through her work with youth.

Nikki contributed 100 hours of her time, tutoring and mentoring children in Mississauga. Nikki took initiative in this role, assisting with one-to-one communication with Aspire tutors and families, to ensure each child's learning needs were identified and met. Nikki used creativity to update the tutor training guide, finding dynamic ways to teach tutors about their role, and how they can best succeed as tutors and role models. She believes in fostering an uplifting, welcoming, inclusive and safe environment and is a motivated agent of change in our community!

Community Organization Award Winner: Applewood Road Neighbourhood Watch



Generously Supported By:



The **Applewood** Road Neighbourhood Watch has demonstrated all the core principles and ideals of the Neighbourhood Watch program. Though activating right at the peak of the pandemic in spring 2020, their Neighbourhood Watch has immediately flourished. Since their activation, they have successfully organized several charity drives that raised nearly 4000 pounds of food and clothing, collaborated with municipal leaders to build a neighbourhood Little Library, petitioned to implement the Slow Streets program in their community, and organized a successful neighbourhood garage sale that raised funds for Ukrainian relief. Under the leadership Kimberlee Hutchison of and Darlene Devane. Neighbourhood Watch members have all successfully collaborated to become a safe and connected community.

The examples listed above all demonstrate dedication to their community. initiative, and creativity. Everything this community does is in the interest of keeping their neighbourhood safe, connected, and vibrant. It has been a consistent team effort - every Watch member participates as much as they can whether that's a small contribution to the charity drive (though one resident even knitted more than 100 mitts and scarves to donate!) or volunteering skills to help construct the Little Library, and especially when it comes to reporting crime.



# Safe City Mississauga Data Collaborative

In 2021, we created the SCM Data Collaborative and thanks to the collective brilliance and support of our members, it's been unstoppable ever since.

The Data Collaborative continues to inform our approach towards implementing data analysis and Risk Terrain Modelling in our crime prevention strategies. This year, the Collaborative was able to secure access to the Risk Terrain Modelling software required to run analysis.

With our work these last two years serving as a solid foundation, in 2023, we will continue to work together to begin implementing Risk Terrain Modelling.

#### **Teresa Burgess-Ogilvie**

**Executive Director, Safe City Mississauga** 

#### **Gerald Adad**

Neighbourhood Services Manager, Safe City Mississauga

#### **Dr. Feihong Nan**

**University of Toronto Mississauga** 

#### **Sarah Ramsook**

Director, Safe City Mississauga

#### **Andrew Hiddleston**

President, iConnect Media

#### **Rob Morrone**

Director of Strategic Initiatives, Peel Regional Police

#### **John Versluis**

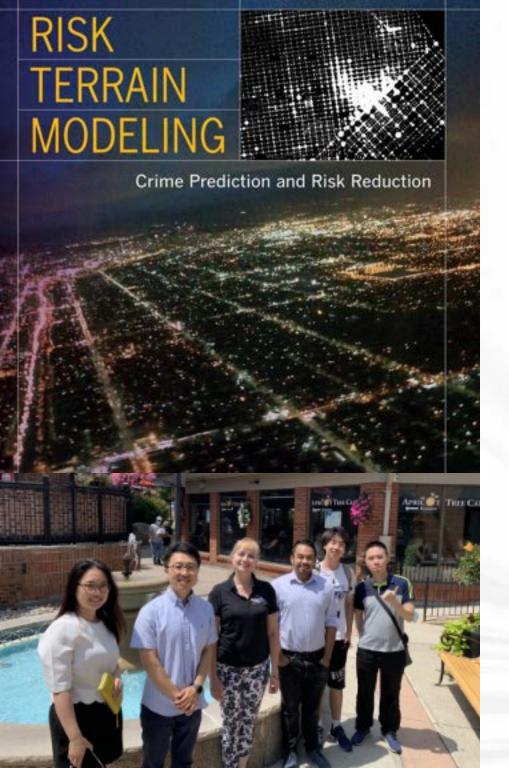
Manager, Community Safety and Well-being Services

#### **Mick Sachdeva**

Assistant Manager of Analytics, Peel Regional Police

#### Sdravka Damani

Manager of Business Intelligence and Analytics Peel Regional Police



### Risk Terrain Modelling (RTM)

In 2022, we continued to build our capacity to implement Risk Terrain Modelling in our crime prevention strategies, as well as introduce this revolutionary approach to Canada.

Risk Terrain Modelling consists of diagnosing environmental conditions that may lead to crime. It seeks to examine the environment to determine where and why crime is happening in specific locations.

### Data Repository Project

Thanks to funding from the Region of Peel, Safe City Mississauga completed a project to acquire shapefiles needed to conduct Risk Terrain Modelling.

Thank you to Dr. Jue Wang, Hanlin Zhou and Peter Ge, University of Toronto Mississauga, Department of Geography, and Dr. Feihong Nan, for supporting Safe City Mississauga in this project!

### RTM WORKSHOP

On October 27th, we partnered with SIMSI to host the first ever Risk Terrain Modelling Workshop in Canada, facilitated by the co-founder of the software, Dr. Joel Caplan.

The workshop was an in-depth demonstration of how to diagnose why crime occurs in certain places and times.

The workshop was attended by a wide range of law enforcement agencies, consulting firms, and academic institutions in Ontario, including:

- MDSP Consulting
- Sheridan College
- Fanshawe College
- Wilfrid Laurier University
- University of Toronto Mississauga

- Toronto Police Services
- Guelph Police
- York Regional Police
- Niagara Police
- Ontario Provincial Police
- Barrie Police

Safe City Mississauga is proud to champion an innovation-driven approach while leading the way for cutting-edge crime prevention in Canada.



## SOCIAL MEDIA STRATEGY

We're dedicated to meeting our community where they're at and facilitating different channels of communication, engagement, education and support.

With this goal in mind, in 2022, we enlisted the help of The Garden, a GTA based digital marketing agency, to develop a social media strategy to help us engage our community online in an authentic and meaningful way.

#### **UPCOMING CAMPAIGNS**

- My 'Sauga
- See it, Fix it, Flex it
  - Tip Tuesday

## @SafeCityMississauga

Chief Nishan Duraiappah 🤣 @ChiefNish · Oct 27, 2022

Amazing opportunity to address the 11thAnnual @SafeCityMiss Crime Prevention Conference @SheridanCollege. Creating & enhancing crime prevention strategies, and building strong community partnerships are cornerstones of the #PRP Community Safety & Well-Being strategy. #CSWB

#MySauga





### SEE IT, FIX IT, FLEX IT



Our latest work! A Neighbourhood watch member, @cheftoni, told #SCM about some vandalism in their neighbourhood. #beforeandafter #SCMgetsitdone!



We called our connections and got it done within the week! Thanks to the #SCM Team for getting it done! #SCMdoesit! #HelpSCM

#### What is it?

See something that needs SCM's attention? Slide into our DM's or post it in our NW forum! You see it, we use our resources to fix it, and once that's done we share it on social so it's known that we're making things happen.

#crimeprevention



### Teresa Burgess-Ogilvie Executive Director



Teresa has served in the military, municipal government, nonprofit and private industries. She is passionate about building individual and community resiliency. A connector between Boards, staff, volunteers, sponsors, government officials, donors, and the community. She served as the Executive Director of Safe City Mississauga from 2008-2013; Board member from 2013-2018. MBA from Webster University - Ocala Florida Campus.

Teresa sits on the Sheridan College, Investigations - Public & Private Professional Advisory Council as well as the Region of Peel Community Safety and Well Being Data & Evaluation Committee.

### **Gerald Adad**

**Neighbourhood Services Manager** 



Beginning in 2019, Gerald has continued to run the ever-popular Neighbourhood Watch program and has gone on to launch the brand-new Business Watch program. He co-chairs the Safe City Mississauga Crime Data Collaborative Team to manage the strategic implementation of crime and community data within the organization.

Gerald holds an Honours Bachelor of Arts from the University of Toronto St. George, majoring in Criminology and History. He possesses the Crime Prevention Through Environmental Design certification under the NICP, and is a certified International Crime Prevention Specialist under the International Society of Crime Prevention Practitioners.

#### Lauren Kinne Youth Services Manager

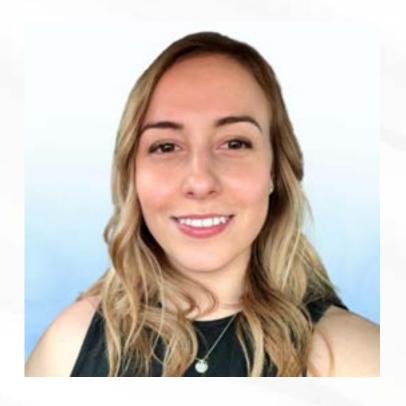


Lauren launched School Watch and designed the Youth Life Skills program!
Lauren is passionate about working with youth. She has experience in education and enjoyed volunteering at THP Mississauga Hospital and Etobicoke South Probation & Parole.

Lauren holds an Honours Bachelor of
Science from the University of Toronto
Mississauga, majoring in Psychology
and an Ontario Graduate Certificate in
Addictions and Mental Health from
Humber College. She is a certified
International Crime Prevention
Specialist under the International
Society of Crime Prevention
Practitioners.

### VIP SPOTLIGHT

#### IVANKA BARAKOVA



Since 2020, Ivanka has volunteered and worked with the SCM Team, taking on a multitude of roles - from designing social media campaigns to coordinating program delivery. Ivanka is committed to making Mississauga a safe place for all, and we greatly appreciate her support and dedication!

### **YOUTH POWER**

#### **CANADA SUMMER JOBS STUDENTS**

This year, we were fortunate to welcome 12 new young people to our team over the summer thanks to the generous support of the Canada Summer Jobs program. Our summer students worked in synergy to contribute their collective brilliance to support program delivery, content creation, community outreach and event planning.

Volunteer Coordinators Special Events
Coordinators

Curriculum Developers Research Assistants Public Relations
Specialist



Kevin Campbell Faraz Malik Michele Fu Fatema Diwan Selena Xu Tracy Hua Ivanka Barakova Anna Shao Nikki Beaudry ushanka Collins-E

Mathushanka Collins-Edwin Asra Areej Dean Faulkner

### YOUTH POWER

#### SENECA COLLEGE STUDENTS



In 2022, students from Seneca College joined the SCM Team.

Amanj Farnoosh, Nicholas Miles and Nathan Yared led a successful research project exploring the effectiveness of educating the population about crime prevention through social media and the significance of data-scraping crime trends from social media.

## BOARD OF DIRECTORS



Linden King Chair



Paul Renwick Vice President



Mary Ellen Bench Secretary



Rohan Pansare Treasurer



Lilian Kwok Director



Joseph Chaung Director



Sarah Ramsook Director



Maqbool Walji Director



Cynthia Ulba Director

## **APPOINTEES**

We thank
Councillor Sue McFadden and
Councillor Stephen Dasko for
their service as they retire from
their role as Appointees in
2022.



David Kennedy
Superintendent
11 Division
Peel Regional Police



Brad Butt
VP Government &
Stakeholder Relations
Mississauga Board of Trade



Sneha Menon Former Volunteer Safe City Mississauga



Councillor Sue McFadden City Council Mississauga Ward 10



Councillor
Stephen Dasko
City Council
Mississauga Ward 1





We welcome Councillor Brad Butt (Ward 11) and Councillor Martin Reid (Ward 9) in 2023!

### THANK YOU TO OUR SUPPORTERS



### THANK YOU TO OUR SUPPORTERS











































