



Collaboration & Technology:
Taking an Active Role in Reducing Crime

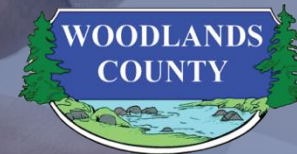
AGENDA

- Who is B.A.R.C.C
- Why We Came Together
- How We Formed
- Role of RCMP
- Public Perspectives & Positive Outcomes
- Implementation of Technology
- Demonstration of B.A.R.C.C “Connect” Alert System
- ❖ Live Test of B.A.R.C.C “Connect” Alert System
- Q & A



Who We Are

- BARCC is a coalition of members from:
 - County of Barrhead,
 - Town of Barrhead,
 - Woodlands County,
 - Barrhead RCMP, and
 - Barrhead & District Rural Crime Watch
- BARCC was originally established in response to concerns of growing property crime.



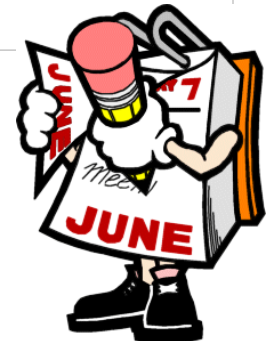
B.A.R.C.C's Purpose

“Taking an active role in reducing crime through coordinated efforts in education and awareness of crime prevention and reporting suspicious activities.”






Committee Timeline of Events

January 2018	<ul style="list-style-type: none">• MP Viersen Invitation re: Rural Crime Task Force in AB
February & March 2018	<ul style="list-style-type: none">• Informal meetings continue<ul style="list-style-type: none">• Recommendation for municipal partners to establish ad-hoc committee
April 2018	<ul style="list-style-type: none">• Selected name (B.A.R.C.C)
May 2018	<ul style="list-style-type: none">• Terms of Reference developed
June 2018	<ul style="list-style-type: none">• Recommendation to purchase Alert System (“Connect” by All-net)



Community Concerns

Whether it was shared on social media, in person, or over the phone, all members of B.A.R.C.C. were hearing the same concerns.

-  Property crimes – theft and vandalism
-  Lack of communication
-  Perceived lack of action by RCMP & municipalities

How do we share information with our residents?



Barrhead & District Rural Crime Watch

- Original phone fan-out system no longer available or effective

B.A.R.C.C Members

- Started looking for a modern tool or system to communicate timely, credible information
- Explored value to community and RCMP.

Rural Policing Perspective

Barrhead Detachment Area

- | | |
|-----------------------------|---------------------------------|
| • Covers 2,533 square miles | • Population approx. 12,000 |
| • 10 RCMP members | • 1,200 residents / RCMP member |
| • 20 minute response time | • 3,060 files in 2018 |



Types of Crime/Public Safety Alerts

- Traffic Accidents with Road Closures
- Lockdown Notifications
- Suspects at Large
- Directions to Avoid an Area due to Police Activity
- Missing Persons
- Others???



Public Relations Failure vs. Success

PR FAIL November 6, 2018	PR SUCCESS December 17, 2018
<ul style="list-style-type: none">• Suspect armed/barricaded in a neighborhood	<ul style="list-style-type: none">• Suspect at large in a community
<ul style="list-style-type: none">• 2 people charged	<ul style="list-style-type: none">• 1 person charged
<ul style="list-style-type: none">• Seized firearms• Seized stolen property	<ul style="list-style-type: none">• 6 thefts• 1 robbery• 1 driving while prohibited• 1 failure to comply
<i>BARCC Alert was NOT used</i>	<i>BARCC Alert was used</i>

Success Story: Suspect Apprehended

December 17, 2018 - Barrhead RCMP were notified of a suspect attempting to steal vehicles around Barrhead.



- 🔗 Suspect allegedly attempted to
 - steal unattended vehicles left running
 - enter a home and take vehicle
 - take an occupied vehicle
- 🔗 Suspect was successful at stealing a vehicle from Main Street
- 🔗 Suspect was apprehended

RCMP Barrhead Detachment saw value of utilizing B.A.R.C.C.
“Connect” to leverage eyes and ears of residents in the region.

December 17, 2018 Event - Information Flow

01

B.A.R.C.C. Connect:

Be on the look out for a Caucasian male, approx 6' tall, age 25-30, last seen wearing a white hoody, black hat, and work boots. He is allegedly prowling through vehicles and unlocked buildings. DO NOT APPROACH. If seen call the RCMP at [780-674-4848](tel:780-674-4848) immediately. Replies to this msg will not be received.

02

B.A.R.C.C. Connect:

UPDATE 3:40pm: The Barrhead RCMP is asking the public for information on the location of a Caucasian male, approx 6' tall, age 25-30, last seen wearing a black t-shirt, black pants and work boots. He is allegedly prowling through vehicles and unlocked buildings in the Town of Barrhead. DO NOT APPROACH. If seen call the RCMP at [780-674-4848](tel:780-674-4848) immediately. Replies to this message will not be received.

03

B.A.R.C.C. Connect:

UPDATE 4:14pm: The Barrhead RCMP is asking the public for assistance in locating a Caucasian male, approx 6' tall, age 25-30, last seen wearing a red hoody, black pants and work boots. He has allegedly STOLEN a RED DODGE CARAVAN parked in front of Barrhead Sound at approximately 4:00 pm. If seen, DO NOT APPROACH, but call RCMP at [780-674-4848](tel:780-674-4848) immediately. Replies to this message will not be received.

04

Mon, Dec 17, 7:39 PM

B.A.R.C.C. Connect:

UPDATE 7:24pm: The Barrhead RCMP have apprehended the suspect who was allegedly seen attempting to steal vehicles in the Town of Barrhead today. The Barrhead RCMP and members of BARCC would like to thank the public for their assistance in providing the information that led to tonight's arrest. For more information please call the Barrhead RCMP at [780-674-4848](tel:780-674-4848). Replies to this message will not be received.

05

Alerts shared by text and email also shared via voice calls for registrants that selected this feature.



B.A.R.C.C. Connect:

UPDATE 4:14pm: Vehicle stolen is a 2007 Red Dodge Caravan with license plat [L80316](#)

Who's Role is it.....?

Robert Peel

1829 – *“Principles of Policing”*



The police are the public and the public are the police; the police being only members of the public who are paid to give full time attention to duties which are incumbent on every citizen in the interests of community welfare and existence.

B.A.R.C.C. Connect & the Public Assisted RCMP

Public notified immediately of incident and suspect information

- kept up-to-date with ACCURATE, real-time information
- further shared by texts, Facebook, etc.

Public called RCMP to provide real-time sightings

- assisted police in narrowing area to search

From info posted on B.A.R.C.C. Connect, a resident identified individual sought after by the RCMP and called to report



Suspect apprehended



BARCC helps mounties get their man

RCMP utilize BARCC callout system to inform public and elicit information on suspect on crime spree

BARRY KERTON
LEADER STAFF

The Barrhead and Area Crime Coalition (BARCC), or more specifically its alert system, was key to apprehending an individual suspected to be involved in a string of robberies Dec. 17.

BARCC is a partnership between Woodlands County, the Town of Barrhead and the County of Barrhead, as well as the Barrhead RCMP and Rural Crime Watch.

It was formed this spring, in part due to discussions Peace River-Westlock MP Arnold Versen had with all parties in around initiatives to combat rural crime.

As part of the initiative, BARCC has set up a software-based system that allows the municipalities, Rural Crime Watch and the RCMP broadcast messages via automated phone calls, e-mails, and texts, about items of public interest.

"I don't know if I have words to express how well it worked [software messaging]. It was key

in resolving the situation yesterday [Dec. 17]," said RCMP Sgt. Bob Dodds.

At about noon, RCMP received information about a male between the age of 25 and 30 that was in the downtown area prowling for unlocked vehicles.

"My concern is not only the safety of the suspect but of people's safety. This guy is running around, and there are all these vehicles that are unoccupied and running. He could be dangerous until he gets lucky and he steals a car, endangering members of the public."

"I wanted to get the message that they needed to shut their cars off at home, as well as their homes, because he did try to get into two different homes."

Eventually, the individual did manage to find an unlocked vehicle.

The RCMP, through BARCC, sent out another message with the description of the individual, as well as the stolen vehicle (a red minivan), complete with a licence plate number.

Within a few minutes, RCMP received reports from the public via the BARCC system visit the Barrhead municipalities or which Dodds said were credible and contained a lot of detail.

Positive Outcomes

✓ Event added +100 registrations

overnight

✓ Public received and shared accurate information – they felt "INVOLVED."

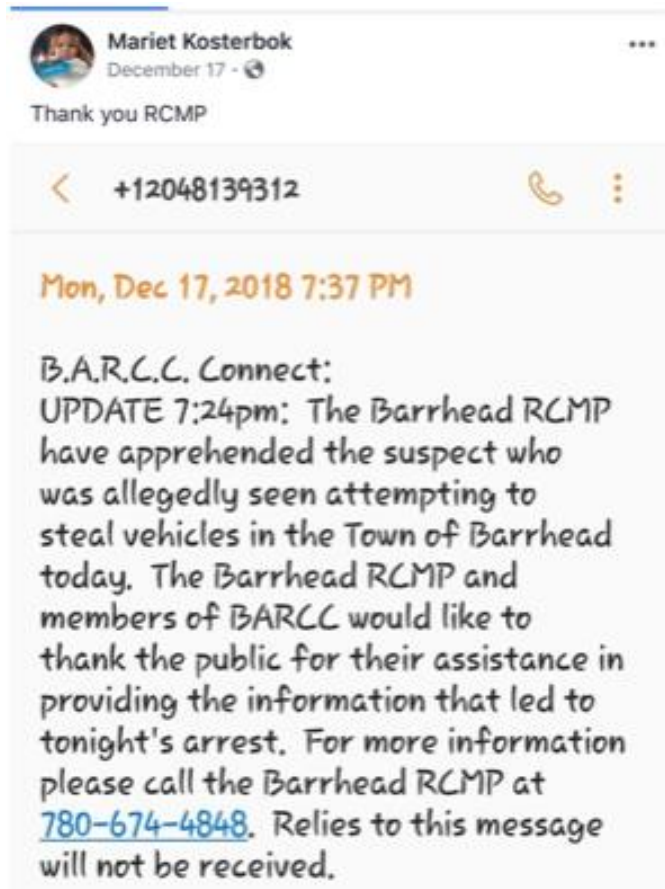
✓ Local "anti-crime" Facebook group, known for criticizing local Councils and RCMP for lack of communication and action on crime - showed support & appreciation

✓ Sergeant Dodds of Barrhead RCMP was quoted in local paper,

"I don't know if I have words to express how well it worked...I just can't reiterate how much BARCC helped us resolve the situation successfully and I want to thank all those who called in with information."

Impact on Social Media

- ✓ Information shared
- ✓ Generated positive comments



Bigger Picture

- ✓ B.A.R.C.C. has created an opportunity for municipalities and law enforcement in our region to work together to:
 - engage our residents,
 - harness the power of the public,
 - tackle one of biggest issues affecting rural Canadians – CRIME
- ✓ B.A.R.C.C. “Connect” technology - unique and modern solution to help bridge a communication gap between RCMP, municipalities and public
- ✓ B.A.R.C.C shows that collaboration can achieve a common Goal

B.A.R.C.C “Connect” – Alert System

Communication tool - centralizes management and dissemination of messages to residents from one central portal.

- 
- A green-tinted background graphic featuring various business and technology icons. These include a pie chart, a smartphone, a laptop, a camera, a lightbulb, a dollar sign, a gear, a speech bubble, a magnifying glass, and a document. The word "BUSINESS" is also visible in a circular arrangement.
- ✓ Emergency Alerting
 - ✓ Bulk/Mass E-Mail
 - ✓ SMS Text Messaging
 - ✓ Voice Messages
 - ✓ Social Media
 - ✓ Account Management
 - ✓ Mobile Device Access for Management
 - ✓ Shared Across Multiple Municipalities

Modification of existing technologies created a unique & modern solution to an old problem (crime).



Making it Work for B.A.R.C.C.

- ✓ Addressed diversity of demographics
- ✓ Provided real-time, accurate alerts
- ✓ Provided free service to residents and no additional 3rd party costs
- ✓ Supported collaboration between multiple partners

Administration Timeline of Events

July – October 15, 2018 (< 4 months)



PREPARING
FOR
LAUNCH

01

Contract
Negotiation

02

Software &
User Setup

03

Beta Testing

04

Soft Launch

05

Marketing Materials
& Contest

06

News Release

07

LIVE!

08

Best practices –
ongoing dev.



Receive the
ALERTS you
NEED



via the device you
WANT

Local alerts **YOU**
choose

-  Crime near you
-  Fire bans
-  Emergencies
-  Road Construction
-  Service Interruptions
-  News & Events

Registration -

[LOG OUT](#)

I authorize the "client name" to contact me by:

Receive Email : ☒ Yes ☐ No

Receive Voice Call: ☐ Yes ☒ No

Receive Text Message : ☒ Yes ☐ No

Groups:

Please inform me of the following:

<input checked="" type="checkbox"/>	Barrhead County
<input checked="" type="checkbox"/>	CRIME - RCMP Alerts
<input checked="" type="checkbox"/>	Events & Programs - Barrhead
<input type="checkbox"/>	Town of Barrhead - General
<input type="checkbox"/>	Woodlands County

Registration – What Worked

- ✓ Press release attracted radio news outlets
- ✓ System launch timed for “Crime Prevention Month”
- ✓ Contest & Advertising triggered interest
- ✓ Offering a variety of ways to register
 - Online form
 - Paper form
 - In-person and
 - Over-the-phone
- ✓ Word-of-mouth marketing saw the largest number of registrants

TODAY
> 1,280
REGISTRANTS

Sample Emails -



WELCOME TO BARCC CONNECT

This email is a TEST of the BARCC Connect system. You are invited to participate in a contest and entered into our contest ending November 15. The winning prize is a trip to the Barrhead region on November 20. For more information on this contest and BARRHEAD, visit www.barrhead.ca.

Should you wish to modify your account [click here](#) or call 780.674.3331 during Office hours. Thank you for using BARCC Connect!



FREEZING RAIN WARNING IN EFFECT!

Environment Canada has issued a Freezing Rain Warning. A band of freezing rain is expected to develop in the Barrhead region late this afternoon into this evening. The freezing rain is expected to end by Friday morning.

Surfaces such as highways, roads, walkways and parking lots may become icy and slippery.

Please continue to monitor alerts and forecasts issued by Environment Canada. To report severe weather, send an email to ABstorm@canada.ca or tweet reports using #ABStorm.

[Read More](#)

5306-49 STREET
BARRHEAD, AB T7N 1N5
PHONE: 780.674.3331
INFO@COUNTYBARRHEAD.AB.CA

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Sample Texts –

Mon, Dec 10, 11:33 AM

B.A.R.C.C. Connect:

As of 7:00am on November 30, 2018, all road bans for the County of Barrhead will no longer be in effect. All vehicles travelling on local roads will be permitted 100% of allowable axle weight. For more information visit www.countybarrhead.ab.ca or call Public Works at [780-674-2619](tel:780-674-2619)

B.A.R.C.C. Connect:

Due to icy conditions, Town garbage pickup for today will be delayed until tomorrow. All crews will continue sanding in full force for everyone's safety. No other garbage collection days will be altered or affected. For details call [780-674-3301](tel:780-674-3301). Thank you and be safe out there!

Mon, Nov 26, 8:18 PM

B.A.R.C.C. Connect:

The accident on Sec Hwy 769 has been cleared. The highway is now open to two lanes of traffic. Thank you for registering for BARCC CONNECT. Messages sent to this number will not be received. For more information, please call [780-674-4848](tel:780-674-4848)

Mon, Dec 10, 3:08 PM

Crime - RCMP Crime Alerts:

A tractor trailer has tipped on its side on Sec Hwy 769 at Township Road 604 resulting in single lane traffic. Please find alternate routes or slow down and follow all direction from the RCMP on scene. Messages sent to this number will not be received. For more information, please call [780.674.4848](tel:780.674.4848)

B.A.R.C.C. Connect:

B.A.R.C.C. Connect:

Icy road conditions in the region, use extreme caution when driving. Public Works crews are currently responding in the County of Barrhead.

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Questions?