



**CONCLUDED  
PROBLEM REPORT  
PS-1**

**Problem ID : 44**

**Reporting Division :** WEST

**District:**

**Neighbourhood :** WEST EDMONTON MALL

**Address :** 8770 -170 STREET

Reg	Rank	Last Name	First Name
1644	CST	WILSON	TOM
1783	CST	WILDE	ERIC

**Key Description :** THEFT FROM AUTOS AT THE MALL

**Problem Description:**

Over the last several years, it has been noted that the Christmas season brings a large number of people to West Edmonton Mall. With these people, there are motor vehicles that are left unattended in the many parking lots surrounding the mall. In the month of December it is expected that approximately 620,000 vehicles pass through the lots at WEM. In December of 1992, 41 reports of theft from autos were reported to the EPS, a total of 12 theft of autos were reported as well. A project was started and in December 1993, the numbers were decreased (approx 19 theft from autos, approx 7 theft of autos - proper EPS statistics are not available at the time of this report).

**Problem solving strategies and results :**

In 1994, the parking lot project was increased to a larger scale with positive results.

At the end of November 1994, 50,000 pamphlets were printed in cooperation with the Edmonton Police Service, West Edmonton Mall and the AMA. These pamphlets contained information for people parking at WEM over the Christmas season, it contained information that would remind customers to practice simple crime prevention techniques and help prevent them from becoming a victim of theft. Prior to the Christmas rush, these pamphlets were given to the major department stores. With every purchase made by a customer, one of these pamphlets would go into their shopping bag in hopes that the customer would read it at a later time and on their next visit to the mall, they would practice the methods outlined. Between the 13th and 23rd of December 1994, the pamphlets were handed out to the motorists as they drove into the parking lots. These were handed out by Edmonton Police Service cadets, West Edmonton mall security and WEM beat officers. The pamphlets, at that time, were handed out to the customers as they drove into the lots to help remind them of the crime prevention methods prior to leaving their car and going into the mall to shop.

In conjunction to the pamphlets being handed out, a media release was conducted. This was to let customers be aware that we were needing to work in conjunction with them to help stop crime in the parking lots. It was also to send out a message to potential criminals that we were conducting such a campaign and that it would not be such a good idea to come to the mall to do crime.

High visibility was also a **key** factor. Both police and security were in full uniform and conducting more than usual patrols in the parking lots. Community Police Radio Network were also informed and available for covert patrols.

As a result of the program starting earlier with the major department stores, we needed to print up 30,000 additional pamphlets prior to the program going into full swing in mid-December. It would appear that more pamphlets reached the members of our community this season.

As an end result to the campaign, statistics for the month of December 1994 show a 50% decrease in reported criminal activity in relation to theft of, and theft from auto. Theft from auto - 9, Theft of autos - 2.