



**BRANDON POLICE SERVICE**  
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## 2025 Downtown Strategy Plan

***“Contribute to the enhancement of public safety in downtown Brandon through targeted enforcement, community engagement, interagency alignment, crime prevention, environmental design and collaborative social support. “***

Throughout the course of the past year, and with the assistance of Mosaic Engagement, several Plan and Priority Actions have been identified to assist, develop, and enhance support for the downtown corridor within the City of Brandon. Below are the key factors and deliverables identified through publicly held meetings with the citizens of Brandon. Each outlined item will entail how Brandon Police Service is currently enacting the request, or working towards fulfilling it:

### **COMMUNICATION**

- **Launch a working group and hold at least 3 meetings.**

The Brandon Police Service will endeavor to assign a consistent and dedicated representative to participate in the proposed working group. The current Brandon Police Service Lead and co-chair of the working group is Inspector Dana McCallum as designated by Chief Bates.

- **Publish the Downtown Safety Strategy on a static BPS webpage.**

The Downtown Engagement Summary will be published and made publicly accessible to all residents of Brandon through the Brandon Police Service’s official social media channels.

- **Share quarterly progress updates through existing communication channels of working group members.**

Progress updates will be provided through a variety of mediums (ie. City Council and Police Board updates, social media engagement, and working group communications).

## AUGMENTING ENFORCEMENT

- **Pilot additional beat/bike patrols during high-traffic times (e.g., markets, festivals).**

For the past decade, the Brandon Police Service has implemented an annual Enhanced Downtown Strategy, running from May through September to coincide with the peak season. This initiative emphasizes proactive policing through community engagement activities, scheduled walk-throughs, and an increased presence via foot, cruiser, and bicycle patrols. The 2025 strategy concluded on September 4th, with a comprehensive report scheduled for release in October.

Continue to enhance and expand the cadet program during the summer months by increasing the part-time and term staff complement.

Continue police and cadet walkthroughs of indoor spaces such as the Town Centre, Library, Warming Space, and Shelter during the cold/winter months to ensure safety, support, and engagement during their 'peak season'.

- **Pilot a resident-informed safety improvement (e.g., additional patrols, lighting, or cameras) in a priority area identified by the downtown working group at the quarterly meetings**

A project geared toward lighting and camera enhancement projects in the downtown area in response to concerns raised by residents and business owners is in development. Further follow-up will be required to ensure the continued progress of this initiative.

- **Publish a clear guide or FAQ on cadets and their role.**

The Recruitment and Communications Specialist for the Brandon Police Service is currently leading a project to update the recruitment website to include frequently asked questions relevant to all sections of the Service, including the Cadet Program. The initiative involves collaboration with the Innovation, Technology, and Communications Department, as well as input from internal supervisors. The project is expected to be completed by mid-October.

- **Create a contact resource guide and community safety liaison for residents and businesses to report chronic concerns.**

The Community Services Section of the Brandon Police Service established an additional position within its unit in 2023, specifically tasked with liaising with residents and businesses in the downtown corridor. This role is currently held by Constable Samagalski, who is supported by her colleagues during periods of unavailability.

- **Augment the proactive efforts to address visible sex trade activity and sexual exploitation of women and youth.**

The position dedicated to supporting Sexually Exploited Youth is presently vacant; however, a recent job posting has been issued, and the position is expected to be filled in the coming months. Once filled, this role will continue to prioritize education and coordinated enforcement efforts in addressing the needs of vulnerable youth.

- **Enforce community and police capacity to support those in mental health crisis.**

The Crisis Response Unit (CRU), a collaborative initiative between the Brandon Police Service and Prairie Mountain Health, is scheduled to officially launch on September 22, 2025. The CRU will provide a rapid and compassionate response to individuals experiencing mental health crises within the community.

- **Increase enforcement of Intoxicated Persons Detention Act (IPDA) and minimize the presence of people unable to care for themselves that are in drug or alcohol altered states downtown**

In addition, with the support of cadets deployed throughout the city, the Brandon Police Service has increased enforcement efforts related to public intoxication. Additionally, because of partnerships developed through the Community Mobilization Westman (CMW HUB) table, individuals in an altered state are connected to appropriate services or provided with a safe place to go.

- **Implement a Courtesy Walk program in key downtown areas, pairing cadets with residents or businesses to address safety concerns and build relationships.**

Although the Courtesy Walk program is not yet active, preliminary research has been conducted, including outreach to counterparts in Winnipeg, Manitoba, where a similar initiative is already in place. Our anticipated timeline is to implement in the next six months.

## **RESOURCES**

- **Map existing crisis response services and identify gaps.**

Prior to the COVID-19 pandemic, a comprehensive map of crisis response services was developed by the Research and Policy Analyst, with support from the Crime Analyst. This map was subsequently shared with the City of Brandon's Engineering Department.

- **Identify missed opportunities for cadet or Community Support Unit engagement and apply learnings to strengthen future response.**

As the cadet complement continues to expand, regular discussions are held to review missed opportunities, with the goal of enhancing the support cadets provide to both police members and the community. Ongoing discussions with the working group will serve to highlight the priority areas of cadet focus and engagement.

- **Advance a funding proposal with the content to realize a 24-hour shelter space for vulnerable citizens lacking support and experiencing homelessness in the downtown core.**

This will be advanced at the end of October 2025.

## **INFRASTRUCTURE**

- **Conduct a CPTED-focused property standards audit for all downtown properties, including City-owned spaces**

The Brandon Police Service plans to have additional members trained in how to conduct CPTED assessments for businesses and homes who request it (or who have been identified by the working group).

- **Provide on-request CPTED guidance to residents and businesses, with BPS offering assessments and practical recommendations to improve safety on individual properties.**

The Brandon Police Service has previously conducted Crime Prevention Through Environmental Design (CPTED) assessments; however, many of the recommended measures involve significant financial costs, which can be prohibitive for numerous businesses and homeowners to implement or maintain.

- **Implement at least 2 new beautification projects (murals, flowers, signage).**

This is not within the Brandon Police Service Mandate. Working group representatives are to engage with Parks and Recreation Department with respect to this recommendation.

- **Engage residents and businesses in identifying at least two locations for priority**

**infrastructure improvements (lighting, cleanliness, or safety features).**

This regularly takes place by members of the Community Services Section.

### **SUMMARY**

#### **PRIORITY ACTIONS - TIMELINE**

##### **SHORT TERM:**

- Launch the Downtown Working Group
- Publish the Downtown Safety Strategy Engagement Summary
- Develop a “Who to Call for What Purpose” Guide
- Share information on the Cadet Initiative – FAQ, roles, responsibilities
- Share progress reports
- Roll out the Crisis Response Unit and fill the Sexual Exploitation Position
- Advance the proposal to fund a 24-hour shelter

##### **BUILDING UPON SHORT TERM GOALS:**

- Increase Intoxicated Persons Detention Act (IPDA) arrests
- Further development of the Cadet Summer Program
- Implement Courtesy Walk Program
- Engage with residents to pilot at least one resident-informed safety improvement
- Share progress reports

##### **LONG TERM:**

- Staff the Crime Suppression Unit
- Liaise with the Parks and Recreation Department and Community Partners on two new beautification projects for downtown
- Share progress reports
- Continue to develop previously implemented Brandon Police Service downtown initiatives