AAMVA – Region IV Conference
June 21st, 2011

Sergeant Gord Elias - IMPACT
How Could an Insurance Company Possibly Become a Hero?
IMPACT services the entire Province of British Columbia but operates primarily in the 16 Lower Mainland jurisdictions.
Auto Theft in BC

BC Recovery Rates

93% of all stolen vehicles in BC are recovered.

In 2003, our worst year, that meant that:
- 25,600 vehicles were stolen (or 70 vehicles per day)
- reflecting a $180 million cost to our citizens

7% were not recovered
- 2,510 stolen vehicles not recovered
- $18 million
Stolen Vehicle Cycle
Street Level Vehicle Thefts

DRUGS ➔ Theft of Vehicle ➔ Abandon Vehicle ➔ Commit Crime
What To Do ???
To The Rescue
The Ultimate Goal

Through enforcement and an aggressive media and marketing strategy, reduce auto theft by making auto thieves believe that IMPACT and other local auto theft enforcement agencies are bigger and better than they really are.
3 Guiding Principals

• This is Psychological Warfare
• Create the ‘Myth of Full Enforcement’
• Create such a ‘Heightened Sense of Risk’ for Criminals That They Stop Stealing Vehicles
Bait Recreational Fleet
Police Helicopters
No Where to Run – No Where to Hide
2007 Auto Crime Enforcement Month

TV Coverage
Enforcement Month Print Coverage

Are you a winner?
Check out the full results of the VGH and UBC Hospital Foundation millionnaire lottery.

The Province
Vancouver, British Columbia
Friday, February 2, 2007
www.theprovince.com

10 Most Wanted Car Thieves

Auto Crime: Police say they’re making headway in cutting theft rates but they want your help to catch these repeat offenders by the end of the month.

Enforcement Month

Dogs still best deterrent

Auto Crime: Hero Nitro made poster boy for 2007

By Martin Maris

Top 10 Vehicles Stolen in B.C. during 2005

Top 10 Items Stolen from Vehicles

The Faces of Crime: Call police if you spot any of these people.

Thomas Lawrence Grant

Gordon spicy Spender

Jennifer Marie Liveston

Louis John McBirna

Adam Taylor Trusser

Michael Jonathan Topfer

Auto Theft: Hero Nitro made poster boy for 2007

Dogs still best deterrent

Doggie Diagram and police officers show what a car thief is thinking. Meanwhile, the frequency of auto thefts is down.

People and Vehicles

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Covert ALPR in Canada
2009 Auto Crime Enforcement Month

TV Coverage
IMPACT
06:35 16PD NUM 03/09
Bait car, bait c
BETTER BAIT CARS
BAIT TRAILER
STEAL ONE - GO TO JAIL
Community Event Targeting
Radio Advertising
Radio Ad - Dogs
Radio Ad – New Word
Advertising
STEAL A BAIT CAR.
GO TO JAIL.
STEAL A BAIT CAR. GO TO JAIL.

Watch car thieves getting caught at baitcar.com
TRY EXPLAINING THIS TO THE JUDGE
AUTO CRIME POLICE ENFORCEMENT IS UP

A MESSAGE FROM THE PUBLIC
WE’RE CLOSING IN ON CAR THIEVES.
AUTO CRIME POLICE ENFORCEMENT IS UP.
WE’RE CLOSING IN ON CAR THIEVES.
AUTO CRIME POLICE ENFORCEMENT IS UP.
Mobile Billboards
Wrapped Paddy Wagons
The Radio Jumper

It is a Friday night and all this suspect wants to do is steal a Bait Car, sing along to the radio, and then leap from a moving vehicle. What more could a car thief need to make a night of it? The police know a good way to end an evening, he should have asked them.

It is sad. His voice isn't half bad. Too bad he throws away his music career while racing around residential streets at high speed and endangering people around him.
2009 Online Activity

3 X as many viewers on You Tube
Police winning the war on car thieves

Fighting Back: Auto theft has fallen every year since 2003, and police credit several initiatives for the downturn

News A6-7
Bait-car program to grow

Police say that auto crime rates will continue to freefall at record levels with the introduction to new technologies and the expansion of the bait-car program.

Sgt. Gord Elias, spokesperson for the Integrated Municipal Provincial Auto Crime Team told 24 hours that there are several new initiatives coming down the pipe, despite a 21 per cent decrease in auto theft so far this year.

“We’re constantly trying to reduce auto crime. We’ve never had enough and say we’re finished,” said Elias. “We anticipate continued falling numbers and the bait-car program is a big part of that.”

Elias said the program has proven to be a strong deterrent for thieves, with thousands of people downloading hidden camera arrests from baitcar.com each day.

“It’s a real fear for stolen auto suspects, they really don’t want to get caught on tape.”

Not only has the program expanded to include motorcycles and other vehicles, but cars are also being used throughout the province to target people who are more interested in what’s inside a car as well.

IMPACT says it has other ways of tackling auto crime, too.

“We’ve gotten much better at providing intelligence-led policing,” said Elias. “Now we’re targeting the worst of the worst of thieves. Some of them are stealing six to eight cars a day and when you target those people it will help drive down auto crime.”

IMPACT also has six of its vehicles now equipped with the Automatic Licence Plate Recognition (ALPR) system, which takes digital photos of passing cars and immediately scans the plate to determine if the car is stolen.

The system is expected to help police arrest 10 times the offenders they’re currently taking into custody.

With the growing reach of bait cars – and now ALPR as well – stealing cars is becoming more risky than ever.

“They really are everywhere,” said Elias, referring to the bait car program’s slogan.
Bait Car News

Cops’ better mousetrap puts brake on auto theft

Bait cars: Vehicle crime falling everywhere program functions

STORY: BY MATT PATTERSON

“Car thefts in the Lower Mainland and the Fraser Valley have been a problem for years,” said Chief Constable Jim Chu of the Surrey RCMP.

The Surrey Police Department has launched a new program called Bait Car, which involves placing cars that are known to be parked in high-theft areas.

Police have discovered that the cars are often left running with the keys in the ignition, making them easy targets for thieves.

“With this program, we hope to discourage potential thieves from targeting our community,” said Chu.

The program involves placing cars in strategic locations throughout the city, including nuts, bolts, and other small items that are easily stolen.

“Through this program, we can deter potential thieves from targeting our community and make it harder for them to succeed,” said Chu.

Surrey is one of several jurisdictions in Canada that have implemented similar programs.

“Other jurisdictions have seen success with this approach, and we hope to see a similar outcome in our city,” said Chu.

The Surrey Police Department will continue to review the program’s success and make adjustments as necessary.

“We are dedicated to ensuring the safety of our community and will do whatever it takes to make it a safer place,” said Chu.

For more information, please visit www.surrey.ca/baitcar.

Bait cars keep reeling ‘em in

AUTO THEFT:

Police credit program with big drop in vehicles stolen

“I’m proud to say that our program has been successful in reducing car theft in our city,” said Chief Constable Chu.

The program involves placing bait cars in high-theft areas, making them targets for potential thieves.

“We have seen a significant decrease in the number of vehicles stolen since the program was implemented,” said Chu.

The program has been running for several months, and the results have been impressive.

“I’m confident that our program will continue to be successful in the future,” said Chu.

For more information, please visit www.surrey.ca/baitcar.

Bait cars scaring off thieves in Surrey

Car thefts in Surrey have been on the rise in recent years. In 2016, there were 1,234 car thefts reported in the city. This year, there have been 1,320 car thefts reported, an increase of 7%.

“Car thefts are a serious problem in Surrey,” said Chief Constable Chu.

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For more information, please visit www.surrey.ca/baitcar.

GONE ELIASS

“Every time we’ve had a bait car program in a new area, we see a dramatic drop in vehicle theft. We’re excited to see how this program will work in our community.”

Chief Constable Chu
Bait car blitz coming to local streets

RCMP plan month-long campaign

by Kerrie-Ann Schoenitz
contributor

More bait cars will be parked around Maple Ridge and Pitt Meadows this September. The Integrated Municipal Provincial Auto Crime Team (IMPACT) is targeting the region in a month-long campaign to curb auto crime.

"Given the size of the community, we feel there are too many cars being stolen and too many cars being broken into. So we decided we're going to do a blitz during the month of September," said Sgt. Gord Elias, IMPACT.

Last year, vehicle theft dropped from 157 to 81 in the area. Community members are being urged to report any suspicious activity.

MONIQUE TAMMINGA
Times Reporter

A young Surrey woman who is eight months pregnant is one of the latest car thieves to be caught in an Olympic bait car in Langley on Saturday.

On Jan. 26, IMPACT launched the Olympic Bait Car campaign. The idea was to reduce the number of stolen vehicles in B.C. by 47 per cent. The majority of car thieves are males in their late 20s who are addicted to drugs, said Elias. Cars and trucks are usually stolen for short-term transportation to commit other crimes.

IMPACT introduced real-time audio and video feed to the bait car. The location, speed and direction of travel is monitored by police dispatchers through GPS tracking. The engine can be disabled at any time by the click of a mouse.

This year, IMPACT plans to plant bait cars at park and ride, Olympic hubs and other venues throughout the Lower Mainland.

At the time, IMPACT warned that it would plant enticing property marked with the latest MicroDotDNA technology inside all their bait cars as well.

On Saturday (Feb. 13), two Surrey residents either didn't pay attention to the warning or simply didn't care at the Langley park and ride. Around 11 p.m., Langley RCMP were made aware a bait car was being stolen.

Officers made their way towards the Walnut Grove hub and found the stolen Honda travelling east on 96 Avenue, then south on 208 Street. The officer followed the stolen car for some time until it turned into a residential driveway in the 23000 block of 88 Avenue.

The officer activated his emergency lights and ordered the two to exit the vehicle. A pregnant 25-year-old and a 28-year-old man were arrested and now face a charge for possession of stolen property.

Bait cars to flood town

Auto-crime team nabs two more on the lam

Sgt. Gord Elias of the Integrated Municipal Provincial Auto Crime Team (IMPACT) said Tuesday that two prolific offenders on the team's top 10 list and Wall of Shame are no longer dodging the law.

Donald George Tindall, 53, and Brian Robert Stephen, 24, were arrested without incident.

Their photos, along with eight other well-known car thieves, were plastered on a full page of The Province on Jan. 27.

So far, of the 10 worst offenders, four have been rounded up, said Elias.

Tindall was found in downtown Kelowna by police doing a routine check. He surrendered, telling police he was tired of being on the run, Elias said.

"He gave up. They know everywhere they go, they have to hide," he said.

Stephen was arrested in Chilliwack on a tip that he was hiding in a residence.

Two car thieves are facing charges after being caught red-handed in a bait car in Port Coquitlam.

The men were arrested on Dec. 20 after they attempted to steal a bait car that had been outfitted with a live video feed to police dispatchers.

Ian Mountain, 24, of Port Coquitlam and Kyle Hulbert, 23, of Agassiz are charged with possession of property obtained by crime over $5,000.

Two men caught in bait car

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— Staff Reporter
Remember .... Creating a ‘heightened sense of risk’ for car thieves does not happen overnight ...

No one thing that you do can accomplish this on it’s own ... it is a culmination of many different strategies over an extended period of time.
Theft of Vehicles in BC


# of Stolen Vehicles

- 2003: 26,000
- 2004: 23,000
- 2005: 21,000
- 2006: 17,000
- 2007: 16,000
- 2008: 13,000
- 2009: 11,000
- 2010: 9,000

- Down 65%
- Down 22%
Theft from Vehicles in BC

<table>
<thead>
<tr>
<th>Year</th>
<th># of Thefts</th>
</tr>
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<tr>
<td>2004</td>
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<td>2009</td>
<td>19,000</td>
</tr>
<tr>
<td>2010</td>
<td>16,000</td>
</tr>
</tbody>
</table>

down 61%
down 15%
ICBC has done research on how media & marketing campaigns can significantly increase the impact of enforcement strategies.

Research shows that about 50% of auto theft reduction can be attributed to enforcement and 50% to media & marketing strategies.
## Return on Investment

<table>
<thead>
<tr>
<th>Year</th>
<th>ICBC Claims by year</th>
<th>Change From 2003</th>
<th>ICBC Costs by year (Millions)</th>
<th>Change from 2003(Millions)</th>
<th>Stats-Can. Vehicle Theft</th>
<th>Change From 2003</th>
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<tbody>
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Our Hero?
Questions ?