



# EBURD SECURITY PILOT PROGRAM

Partner: Sundown Security



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Objective: Launch a three-month pilot security program to improve safety in the EBURD, reduce crime, and create a sustainable security model funded by EBURD businesses and property owners.

## WHY THIS PROGRAM IS NEEDED??



### Crime and Safety in Billings:

- Present local crime data to emphasize the rise in vandalism, trespassing, theft, and public safety concerns affecting businesses in the EBURD.
- Safety concerns from current businesses and residents lead to less foot traffic, reduced business confidence, and slower development.

### Impact on Community:

- Crime negatively affects business operations, drives away potential customers, and discourages investment in the EBURD.
- Creating a safer environment will increase economic activity and attract more businesses, residents, and visitors to the district.

## HOW THE SECURITY PROGRAM WORKS

### Pilot Duration:

3-month pilot starting immediately, funded by the BIRD.

### Sundown Security:

Sundown Security will provide patrol services, with detailed reports to assess security needs and effectiveness.

### Patrols and Response:

Evening and nighttime patrols  
(critical hours based on crime patterns).

Patrols will monitor business areas, parking lots, and alleyways, addressing trespassing, loitering, vandalism, and other incidents.

Guards will provide a visible deterrent to crime and create a safer environment for business owners, employees, and customers.



## CURRENT PARTNERSHIP AND PAST SUCCESS

### Private Solution Supporting Public Safety.

Effective change of perception resulting in an increase in community trust. The data collected supports a change in experience for business owners and their customers and staff.

### Crime Mapping Calls Preventable by Security and/or Law Enforcement Presence:

Area check, disturbance, intoxicated subject, noise complaint, prowler, suspicious activity, threats/harassment, trespass, vandalism.

### Businesses and Law Enforcement Support:

Addressing and decreasing perceived and legitimate safety incidents, advocating for the business owner and contacting law enforcement to address true criminal activity.

**4% DECREASE IN PREVENTABLE CALLS IMPACTED BY SECURITY AND/OR LAW ENFORCEMENT PRESENCE** \*HMAA case study

## CURRENT PARTNERSHIP AND PAST SUCCESS

### Correlating Success:

This current service schedule with HMAA continues to show a significant decrease in security reported incidents (less required guard reports), and guards receive verbal acknowledgement from business owners and their customers of appreciation of continued service. We believe that there will be a similar result in the EBURD with the model we will roll out there.

### Collected Numbers and Results:

According to data collection, the 6 month prior to security presence on Montana Ave, 190 calls were made to law enforcement, 56% of those calls were considered preventable. During the first 6 months of security presence, 165 calls were made to law enforcement, and only 40% of those calls were considered preventable.

**15% CALL DECREASE**

**1% DISTURBANCE CALL DECREASE**

**3% TRESPASS CALL DECREASE**

## MEMBERSHIP AND OUTREACH PLAN

### Phase 1: Pilot Funded by BIRD (Months 1-3):

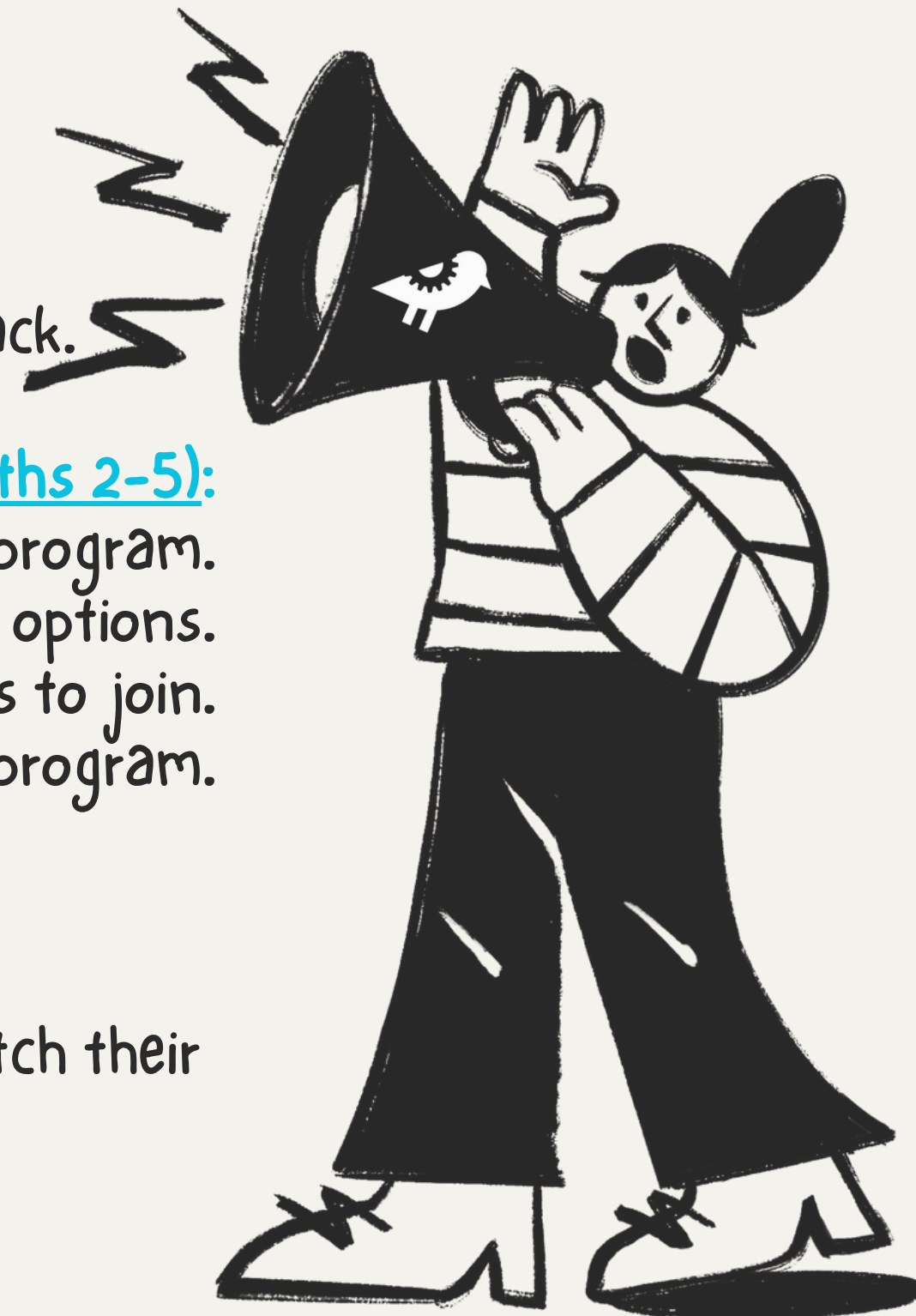
BIRD will initially fund the program to demonstrate the program's effectiveness. Already signed-up EBURD Sundown clients will receive security services and provide feedback.

### Phase 2: Business Outreach & Recruitment (Months 2-5):

- Engage w/ businesses in EBURD to join the program.
- Hold meetings with key stakeholders to explain the program, benefits, and options.
- Flyers, newsletters, and social posts highlighting the program and inviting businesses to join.
- Share initial crime reduction reports and feedback from businesses that benefit from program.

### Phase 3: Expansion & Sustainability (Post-Pilot):

- The goal is to transition from BIRD-funded security to member-funded services
- Businesses and property owners will be encouraged to sign up for program tiers that match their security needs, ensuring long-term sustainability.



# EBURD Security Pilot Program

## MEMBERSHIP TIERS + SERVICES

### Low Frequency Subscription:

- 1 patrol per day, no door checks.
- Ideal for businesses w/ minimal concerns but want to contribute to safety program
- Cost: \$XX/month.

### Medium Frequency Subscription:

- 3 patrols per day with randomized door checks.
- Suited for businesses that want a security presence and checks of their premises.
- Cost: \$XX/month.

### High Frequency Subscription:

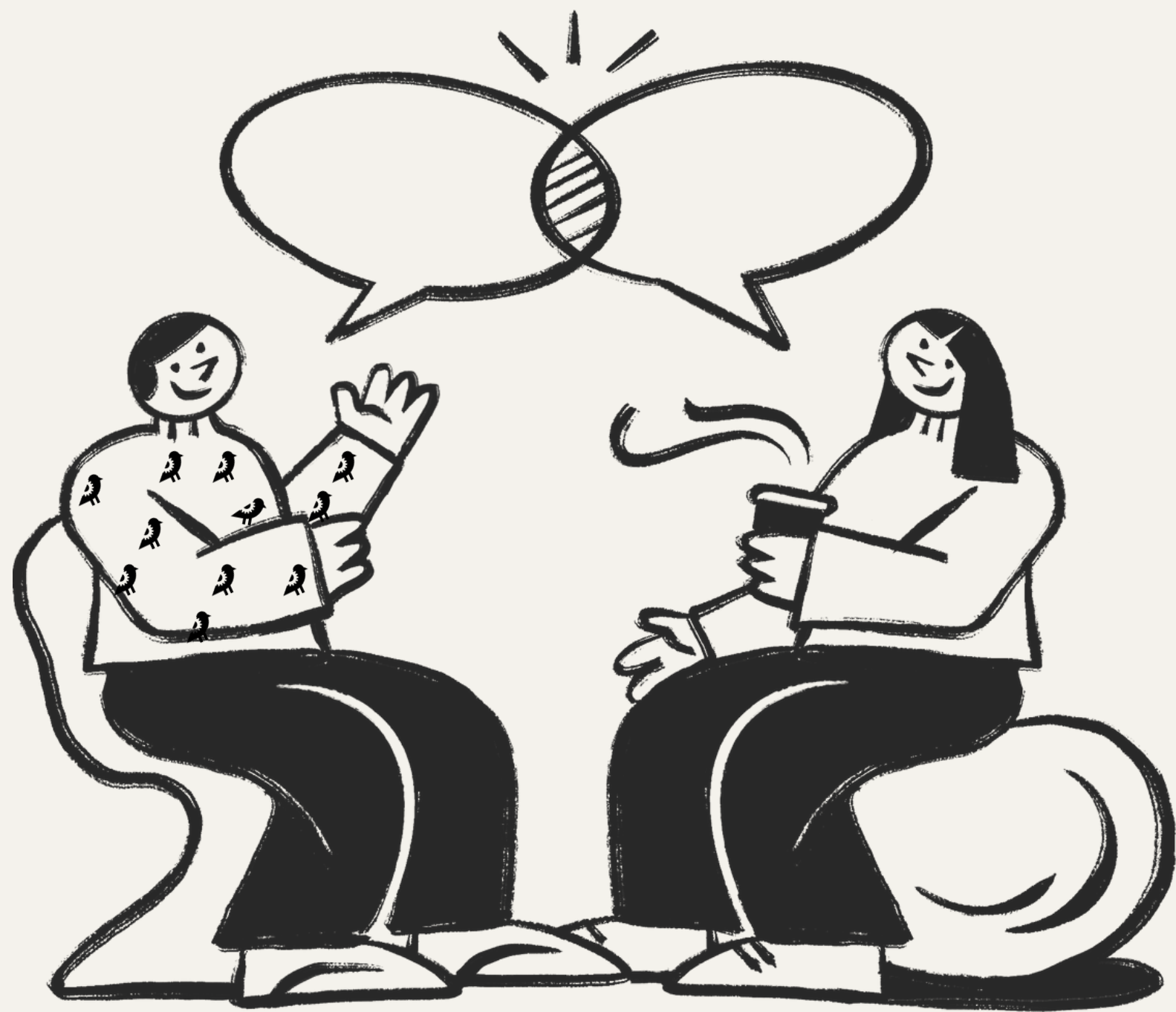
- 5 patrols per day, including 2 daily door checks.
- Best for businesses with higher security concerns or located in impacted areas.
- Cost: \$XX/month.

### All Tiers Include:

- Daily security reports.
- On-call security assistance during designated hours.
- Incident reporting and security escort services.
- Identification and reporting of preventative property recommendations (see CPTED).



## BENEFITS TO MEMBERS



### Increased Security Presence:

Regular patrols create a strong deterrent to crime, protecting properties and creating a safer environment.

### Customized Services:

Tailored patrol schedules based on member preferences and district needs.

### Reduced Crime:

Active security presence will help reduce instances of theft, vandalism, and trespassing.

### Community Confidence:

A safer EBURD will attract more customers, residents, and new businesses, creating a positive feedback loop for the local economy.

### Cost-Effective:

By pooling resources, businesses can access professional security services at a fraction of the cost of hiring individual guards or agencies.

## HOW WE WILL MEASURE SUCCESS



### DATA COLLECTION

Sundown Security will provide daily patrol reports, including details of incidents, patrol frequency, and guard performance.



### KEY METRICS

- Reduction in crime and safety incidents in the EBURD.
- Member satisfaction and feedback from businesses and property owners.
- Number of businesses enrolled in the program by the end of the 3-month pilot.



### PROGRESS REPORT

- After 3 months, BIRD and Sundown will deliver a comprehensive report to the City Council, EBURD board, and participating members.
  - The report will highlight the program's effectiveness, including crime reduction statistics and feedback from participants.

# LONG-TERM VISION

## Self-Sustaining Model:

As more businesses join the membership program, the costs will shift from BIRD funding to member contributions, making the program self-sustaining.

## Continued Partnership with Sundown:

As the program grows, additional patrol services can be added, including increased patrol frequency and advanced security measures (e.g., surveillance systems, increased on-call support).

## Ongoing Expansion:

Over time, expand the security program to cover more areas of the EBURD and potentially surrounding districts.



# EBURD Security Pilot Program

## TIMELINE

### MONTH 1:

- Launch the pilot funded by BIRD.
- Begin outreach to additional businesses in EBURD.



### MONTH 2:

- Initial report on security improvements.
- Continue business outreach



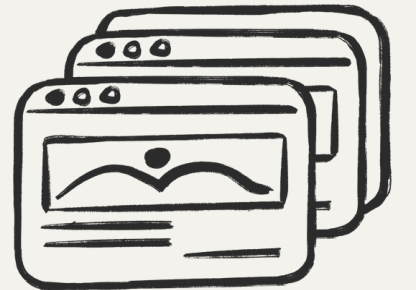
### MONTH 3:

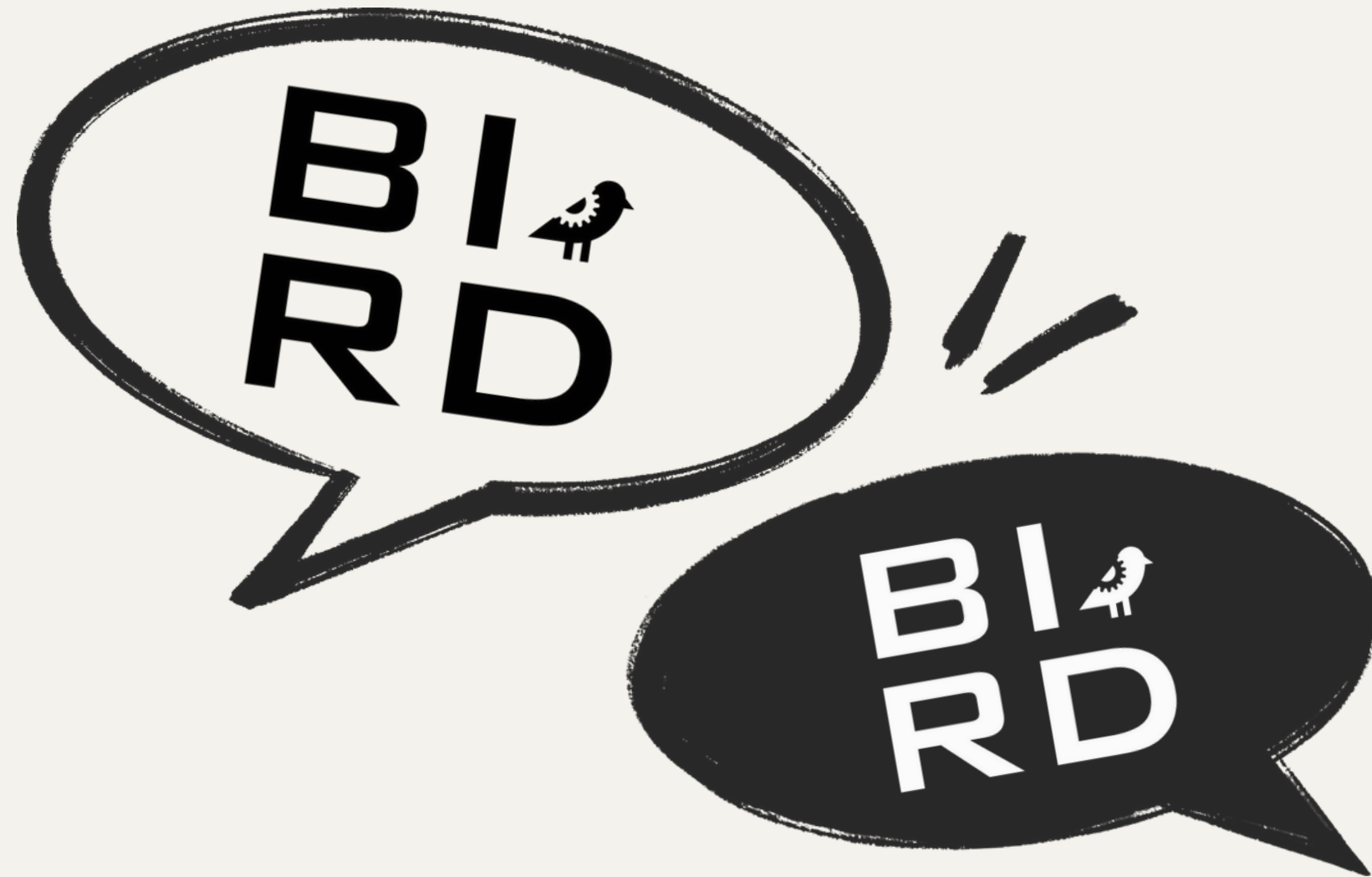
- Review and adjust patrol schedules based on early feedback.
- Present progress report to City Council and BIRD board.



### MONTH 4+:

- Transition to member-funded security services.
- Continue expanding membership and security coverage.





## CALL TO ACTION

### For Current Members:

- Provide feedback to help us fine-tune the security services during the pilot phase.

### For Potential Members:

- Join the security program to protect your property, support community safety, and help build a safer EBURD.

### For the City Council & BIRD Board:

- Continue supporting this initiative to ensure it becomes a self-sustaining solution that enhances the quality of life and economic development in the EBURD.



THANK YOU FOR  
LISTENING!

BIRD