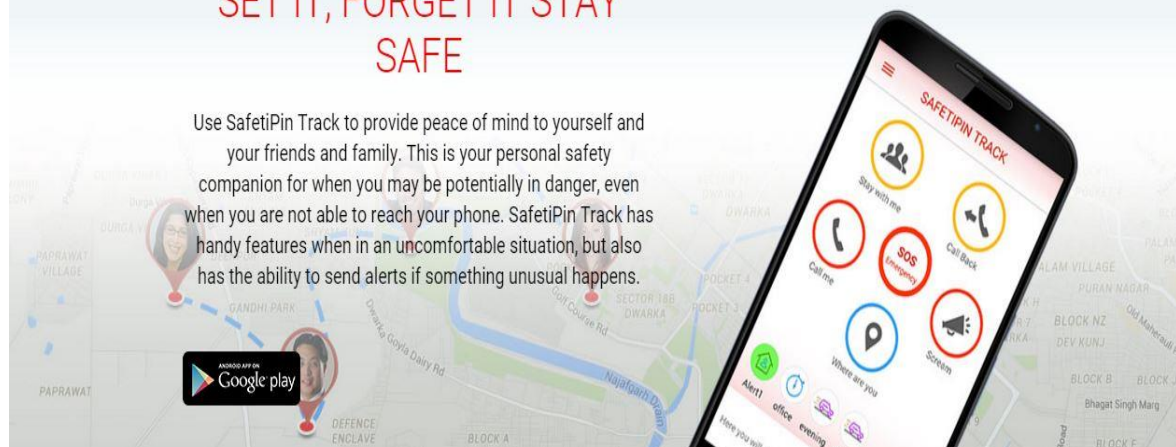


Concept Note: Safer City Pilot Initiative

SET IT, FORGET IT STAY SAFE

Use SafetiPin Track to provide peace of mind to yourself and your friends and family. This is your personal safety companion for when you may be potentially in danger, even when you are not able to reach your phone. SafetiPin Track has handy features when in an uncomfortable situation, but also has the ability to send alerts if something unusual happens.



MS. Cuffa Ramirez

InfoSegura (Belize)

1/18/2016

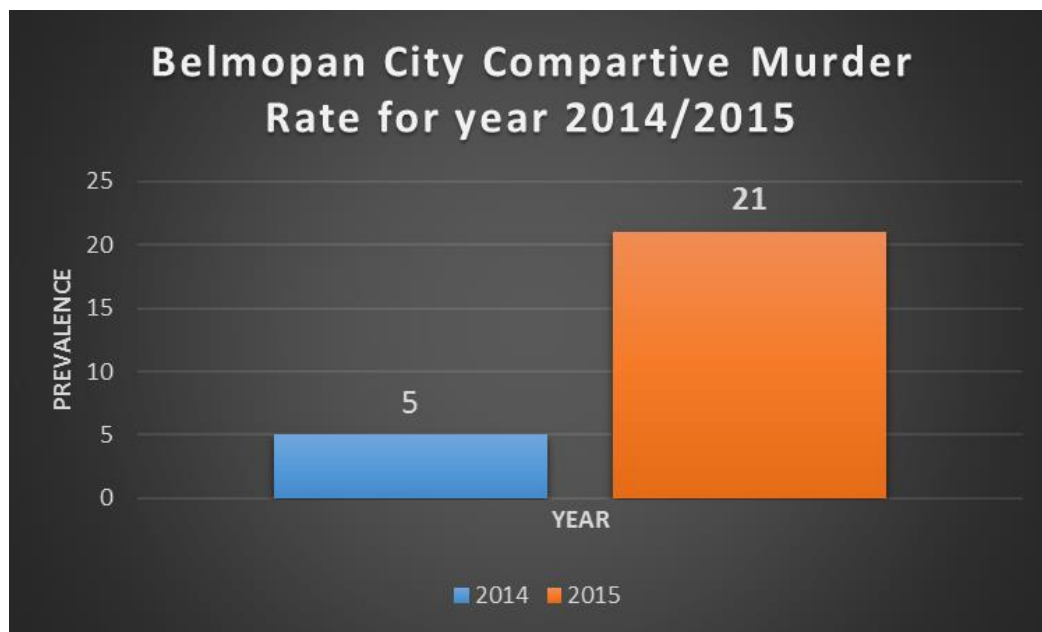
Proposed Project: Safer City Pilot Initiative for the City of Belmopan using the **Safetipin** App.

Context:

The City of Belmopan has experienced significant growth in its population since its inception in 1970. The Capital city has, in recent years, become the centre for diplomatic relations and the home of the national university – The University of Belize. Of importance is that the city is also the seat of Government, housing all the Government Ministries and also the National Assembly where the House of Representatives meet.

Like any other growing city, Belmopan has also seen an increase with regards to major crimes – the most serious being murder. In 2014, as indicated in the graph below, a total of five murders occurred in the city. This total has tripled in the past year as 21 murders have been reported for the year 2015. There have already been 2 murders since the beginning of the year 2016. (see graph below)

Comparative Murder Rate (Belmopan City) 2014-2015



Source: Concept Note for Safer City Pilot Initiative

Safer Cities:

UN Habitat suggests that a multidimensional approach be utilized to promote Urban Safety. In the case of this proposed initiative, situational prevention is paired with social crime prevention whereby citizens will be encouraged to report unsafe situations to increase safety

and awareness in the city. This data will be collected using the SafetiPin App – more details are provided in the next section of this concept note.

The City of Belmopan would also be an ideal location for this pilot initiative because the Belmopan City Council has embarked upon a zoning initiative which would make them ideal partners in taking steps towards a safer city. The Police Department, Civil Society, the utility companies and all other counterparts would also have a role to play in ensuring that the information collected through this initiative could be used for preventative and comprehensive strategies.

The SafetiPin App:

Background:

Started in 2013 by techie Ashish Basu and Kalpana Vishwanath, prominent women's rights activist and ex-head of Jagori, SafetiPin is an app that uses a mix of crowdsourcing and in-house safety audits to allow users to plot their locations on a map and see its safety score. While the green pins on the map indicate places that are well populated, brightly lit and close to public transport, red pins flag unsafe zones. "Users can check the app on their phones to make safer choices. It also allows them to choose to be tracked by a trusted relative or friend when they feel the need to," says Vishwanath. Once logged in, users can conduct their own "safety audits" that are based on specific quantitative parameters like street lights, a number of women in the public space, how visible one is to others and the distance to public transport. "The safety audit also includes a qualitative parameter, with regards to how safe the user actually feels," says Vishwanath. (source: SafetiPin.com)

Citizen Reporting and the SafetiPin App:

The SafetiPin app collects data based on nine parameters - Lighting, Openness, Visibility, Walk path, Security, Crowd, Gender Diversity, Public Transport and Feeling. The last parameter being the only subjective one. Each parameter is rated on a rubric from 0-3, 0 being the poorest and 3 being the best.

This data is available on GIS for each audit pin location and Maps can also be generated Parameter wise to be submitted to the Authorities for action. The data can also be presented Neighbourhood or Municipal Boundary wise if the company is provided with the data in Shape File format. This information can be accessed by your team through our Analytics Portal.

The data can be used for Advocacy by sharing it with the Municipal Authorities, Police etc. For example, the company shared the Lighting Data with the Municipalities who are now working to fix the Dark Spots in the city of Delhi.

The data collected by this app can be used in various ways from assisting Urban Management to Urban Planning which in retrospect, increases Citizen Security by helping to create a Safer City.

The SAFETIPIN APP is a free and can be used to incorporate all spheres of the community in the fight against crime. “SafetiPin works with a range of partners in the process of collecting data and using the data to create safer communities and cities. They include:

- City government interested in designing initiatives to build safer cities
- Police, to use the data to improve safety and security in cities,
- Urban planners interested in the dynamics of a city at night, so as to design safer cities,
- UN agencies and other agencies who work with and support city governments in their endeavour to address the concerns of violence and insecurity,
- Grassroots organizations and citizen initiatives, who work with the most vulnerable populations to address their safety and security needs,
- Academic and other groups working to end violence against women through understanding and designing social systems.”¹

Conclusion:

The InfoSegura project similarly encourages multidimensional approaches and multisector collaboration. This project would observe this mandate because all sectors of the community and society in the City of Belmopan would be encouraged as stakeholders in the fight against crime: Municipal Government, Police, Business Community, Schools, Society Based Organizations. This project is inclusive and expected to transcend generational boundaries as age is not a factor in reporting crime. A comprehensive approach to citizen security can be utilized to promote this project and to encourage all stakeholders to become involved in creating a safer city.

¹ Extract from the SafetiPin Brochure – www.safetipin.com (to download free app)