Safety . Community . Technology

Building safer cities through community engagement

SAFETIPIN

Supporting Safer Communities

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Kalpana Viswanath

"Sustainable Transport and Just Cities"

April 7, 2014

World Urban Forum, Medellin

What is Safetipin

Safetipin is a map-based online and mobile phone application that works to make our communities and cities safer by providing safety-related information collected by users and trained auditors

Safetipin Goals

1. *To develop a measure for Safety that can become a global standard*
2. *To provide extensive, reliable, safety data to all stakeholders*
3. *To engage citizens, communities and service providers in making cities safer*

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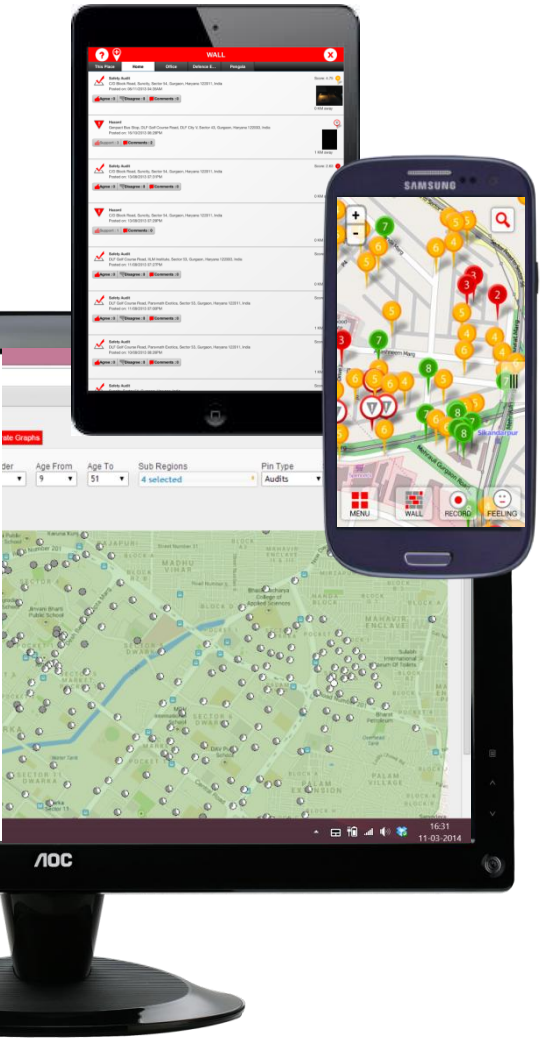
Safetipin Features



- Personal Safety
  - Emergency button
  - Tracking
  - Important numbers to call
  - Locate nearest police stop or hospital
  - See how safe an area is, based on audits
- Community Engagement
  - Set up ‘circles of interest’ for specific areas
  - Report Hazards Harassment Feelings, and do Audits
  - Comment on posts of others
- Advocacy
  - Analysis of audit results to identify gaps
  - Map views of select parameters for planning
  - Before / After analysis for interventions

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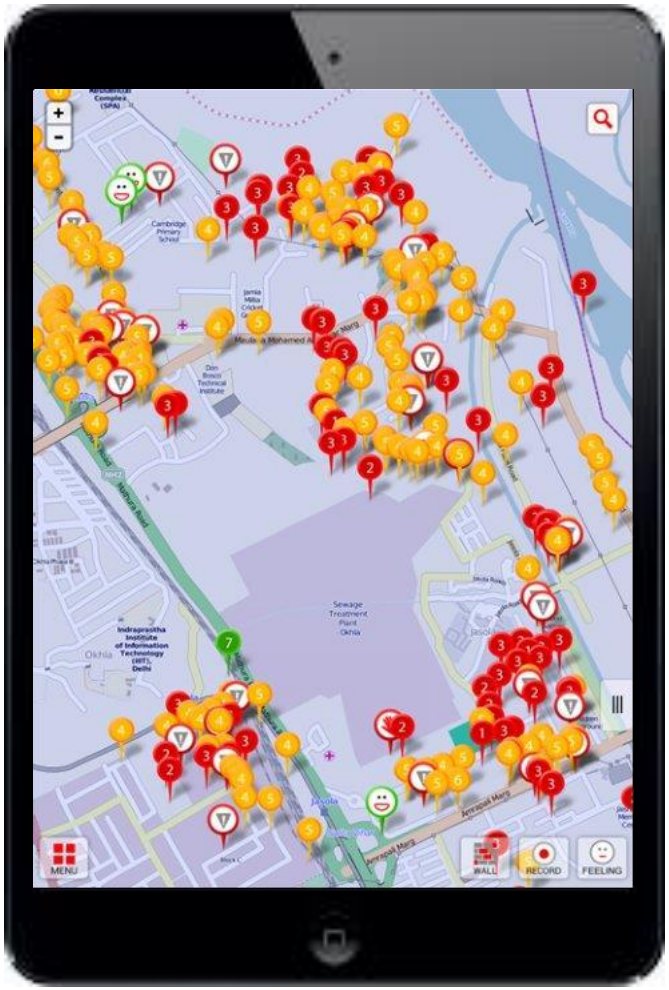
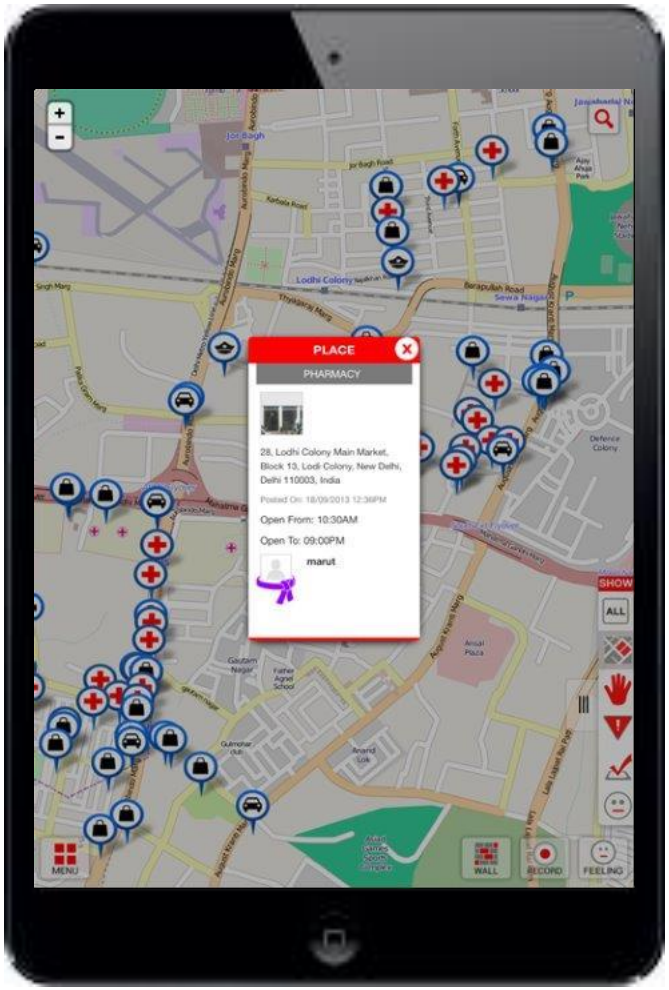
Some Glimpses of Safetipin





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What does the Audit provide

- 9 parameters
  - 8 independent / interdependent
  - 1 dependent
- Each parameter has a value from 0 to 3
- Each pin has a value from 0-10
  - Each parameter scored between 0-1
  - Equal weightage for first 8 parameters
  - Double weightage for the Feeling parameter
- All scores / weightages are configurable

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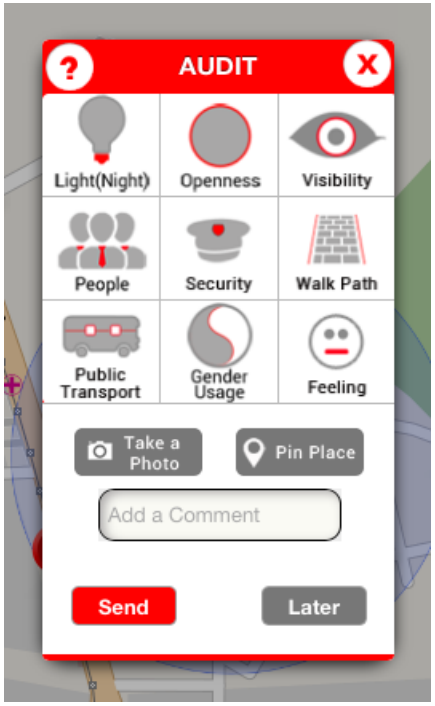
Doing Audits



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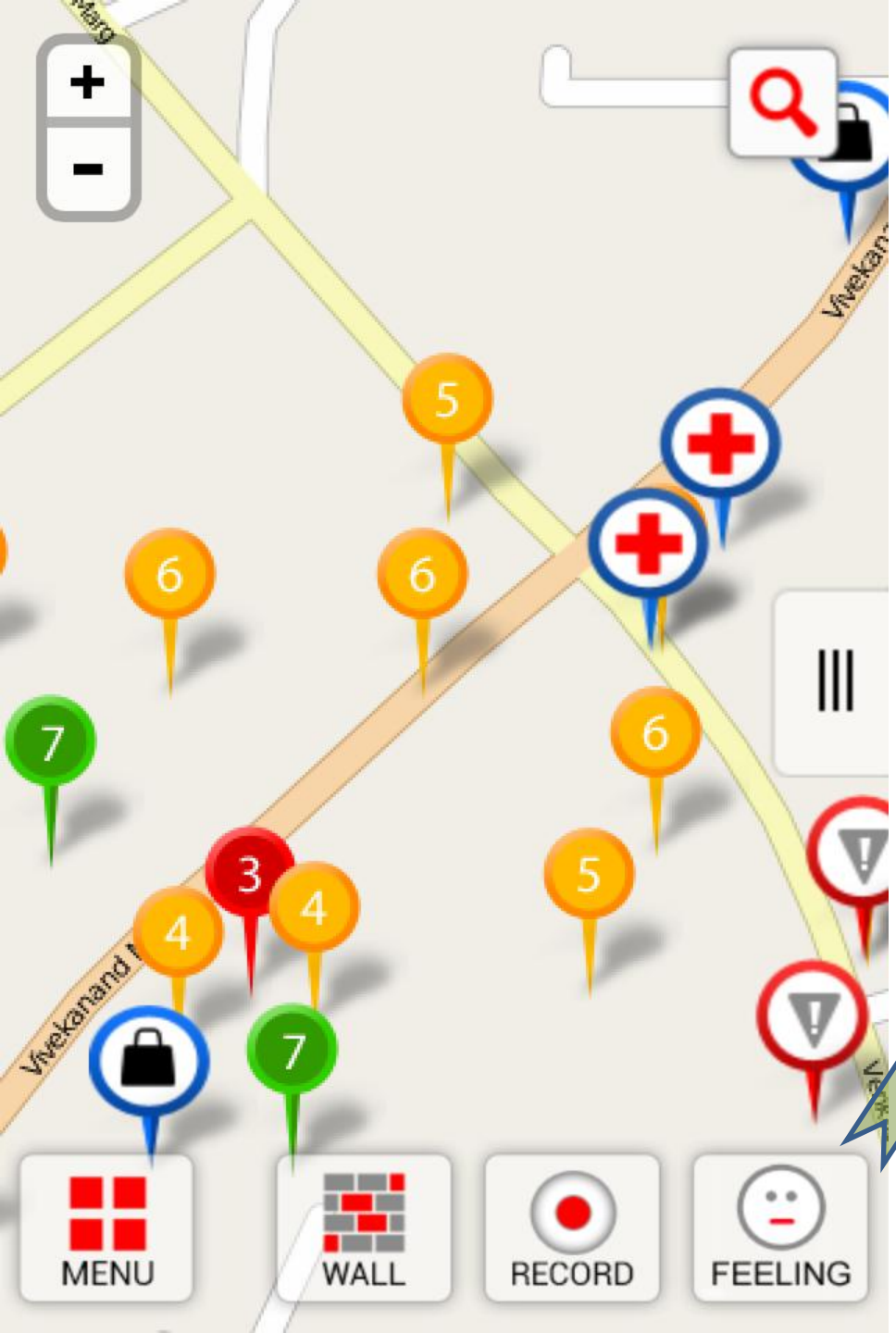
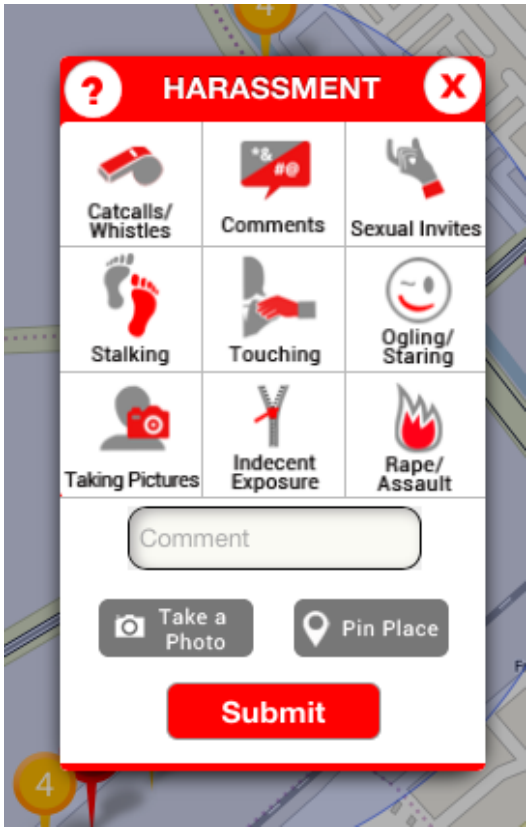
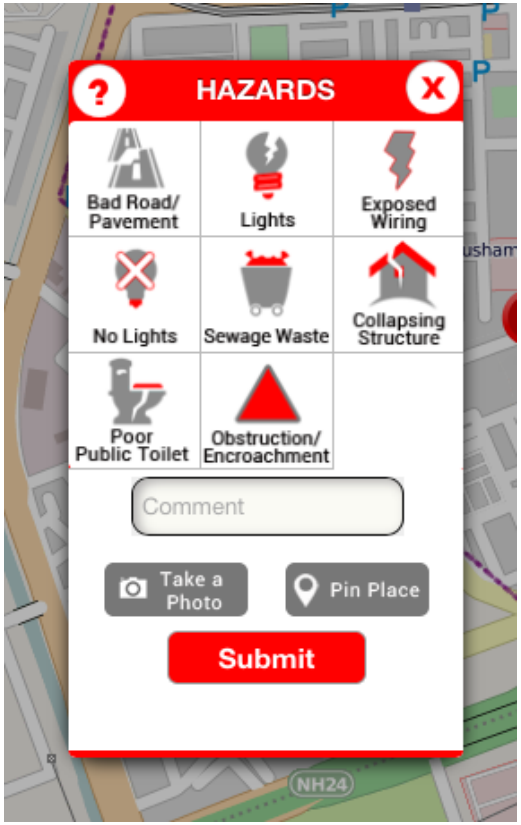

Vivekanand
MENU
WALL
RECORD
FEELING

FEELING
Comfortable - Can take this route even at night
Acceptable - Can use this route, but will be careful
Uncomfortable - Will avoid whenever possible.
Frightening - Am very concerned for my safety
Add a Comment
Take a Photo
Pin Place
Submit
MENU
WALL
RECORD
FEELING

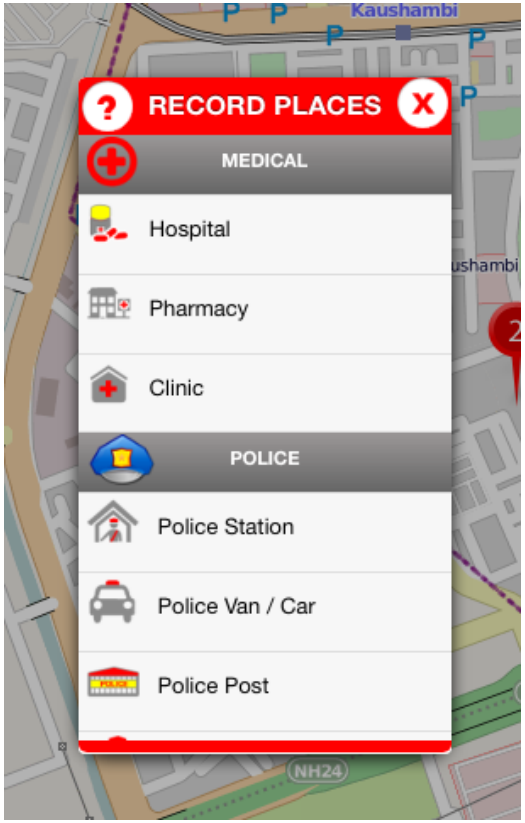
Harassment



Hazards



Places



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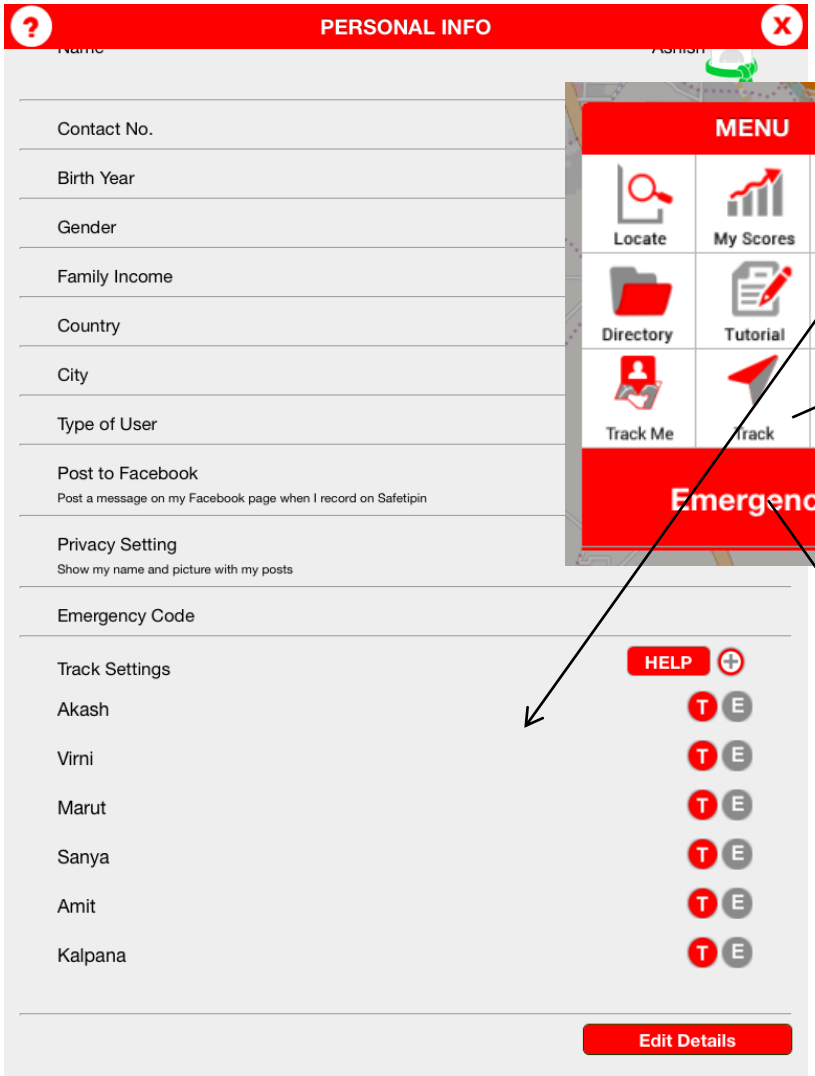
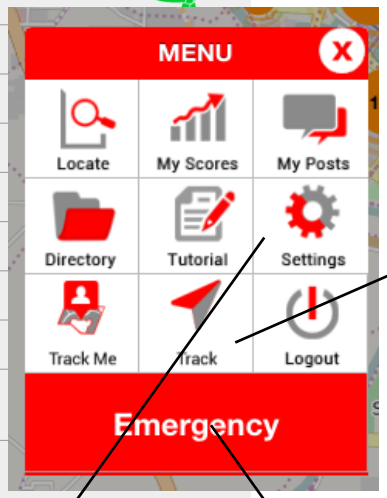
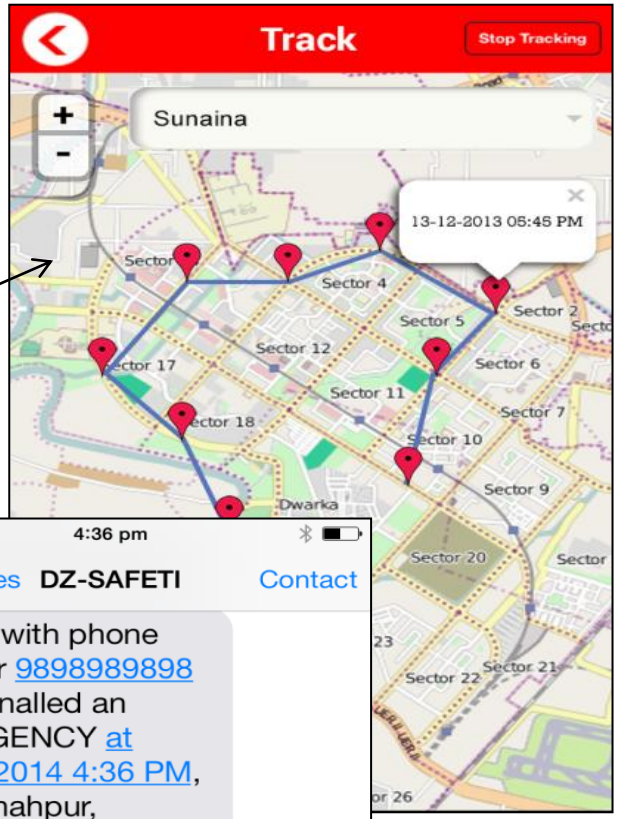
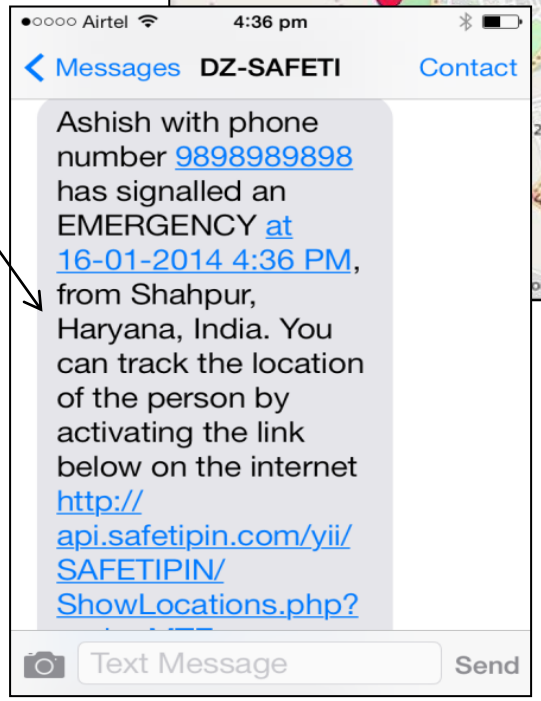
Emergency and Tracking









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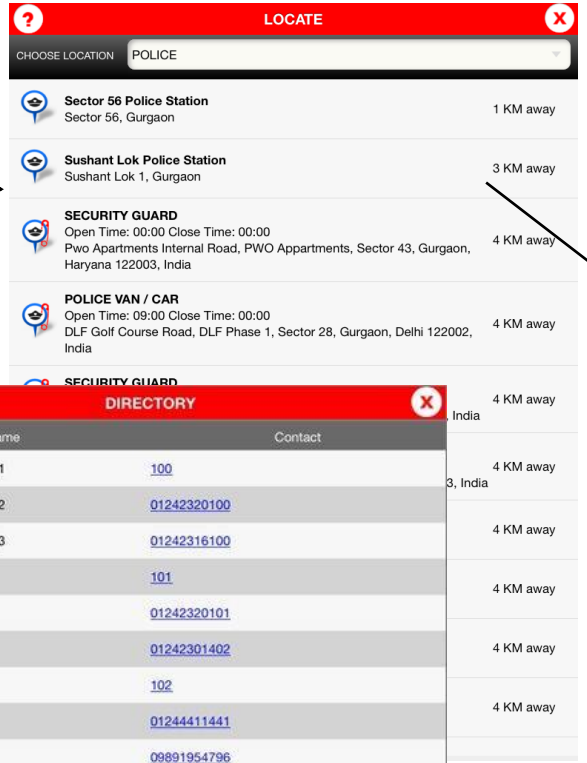
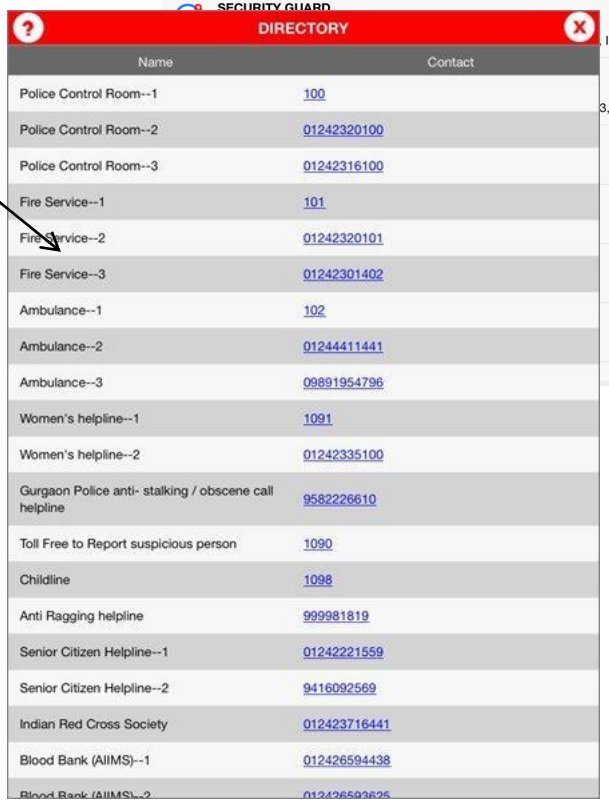
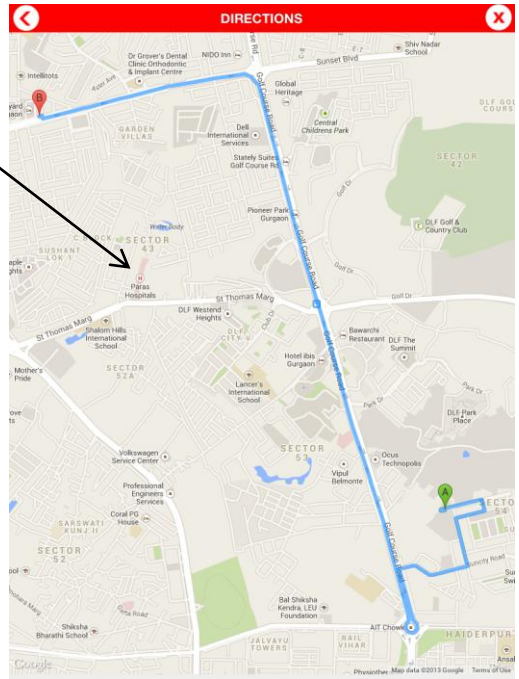
Locate and Directory





Name	Contact
Police Control Room--1	100
Police Control Room--2	01242320100
Police Control Room--3	01242316100
Fire Service--1	101
Fire Service--2	01242320101
Fire Service--3	01242301402
Ambulance--1	102
Ambulance--2	01244411441
Ambulance--3	09891954796
Women's helpline--1	1091
Women's helpline--2	01242335100
Gurgaon Police anti- stalking / obscene call helpline	9582226610
Toll Free to Report suspicious person	1090
Childline	1098
Anti Ragging helpline	999981819
Senior Citizen Helpline--1	01242221559
Senior Citizen Helpline--2	9416092569
Indian Red Cross Society	01242371641
Blood Bank (AIIMS)--1	012426594438
Blood Bank (AIIMS)--2	012426593625



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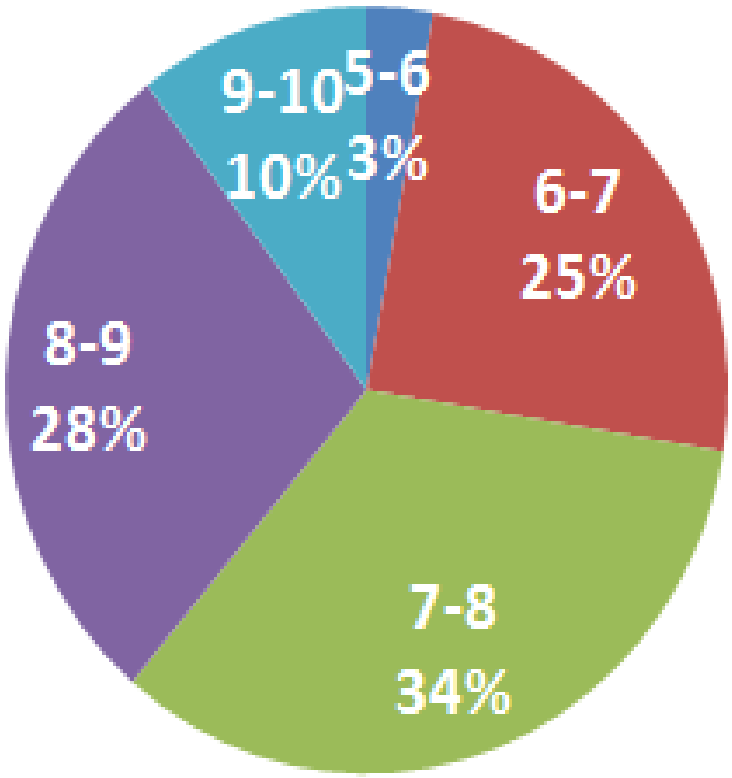
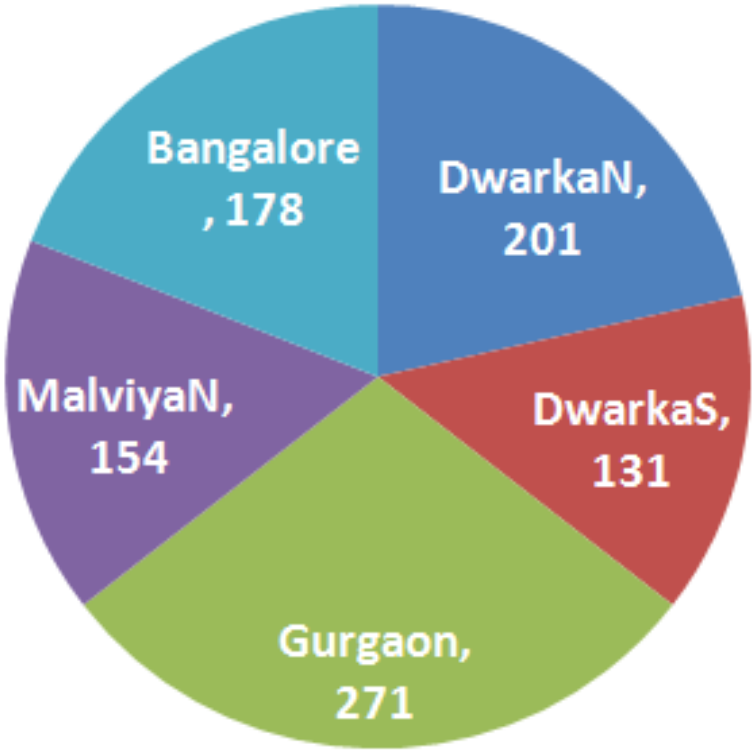
When, Where, How many





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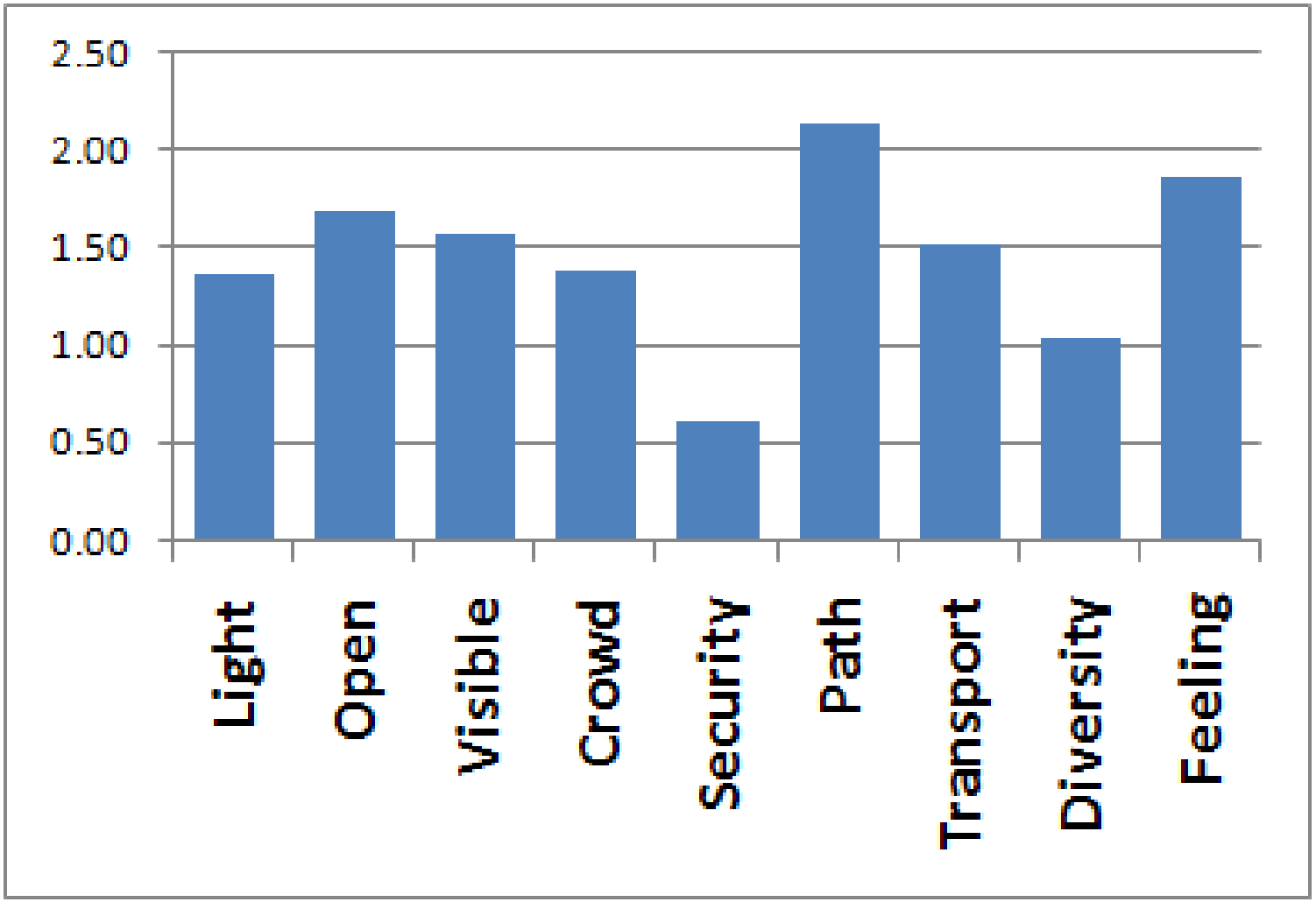
How the parameter stack up



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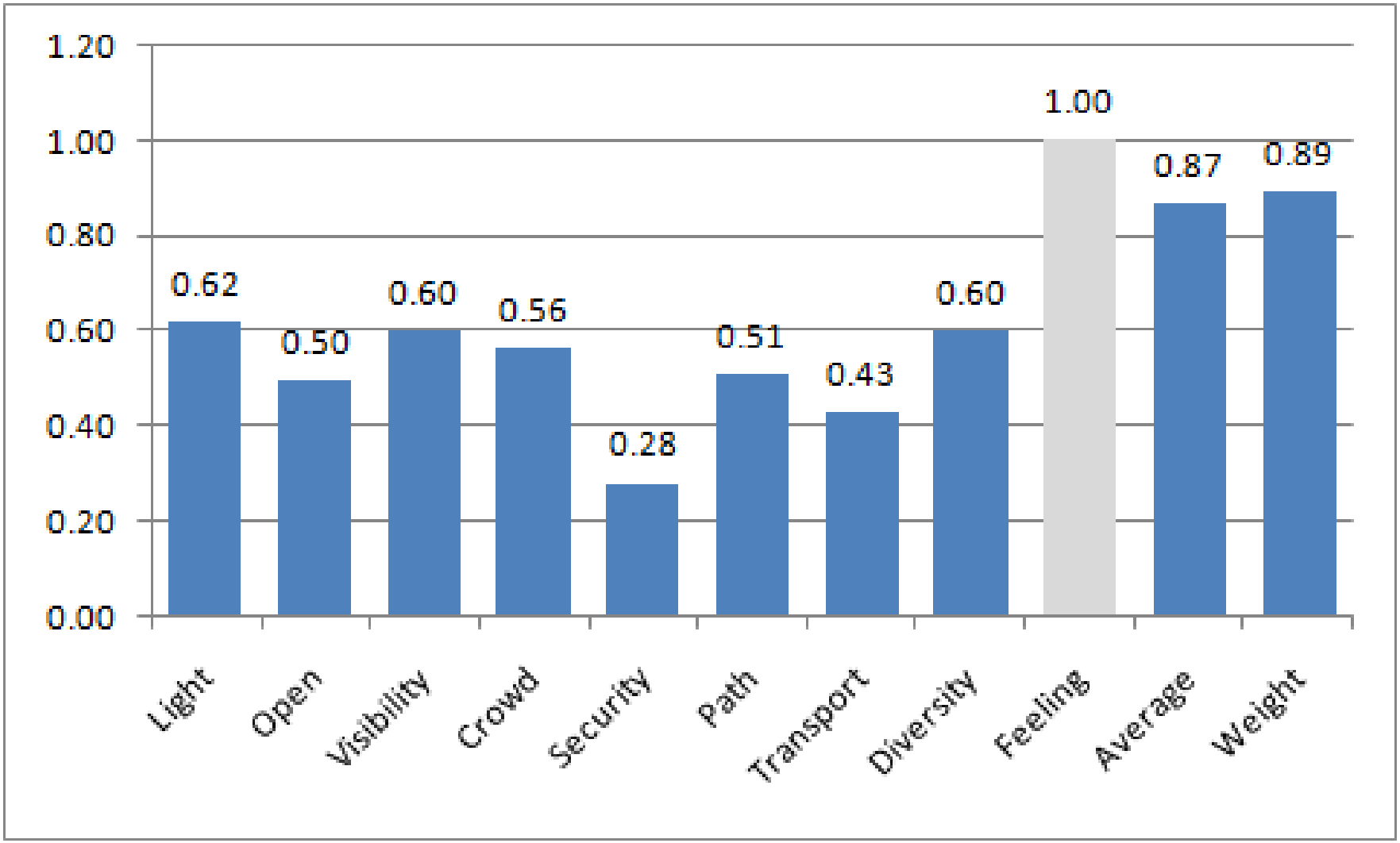
Correlations with Feeling



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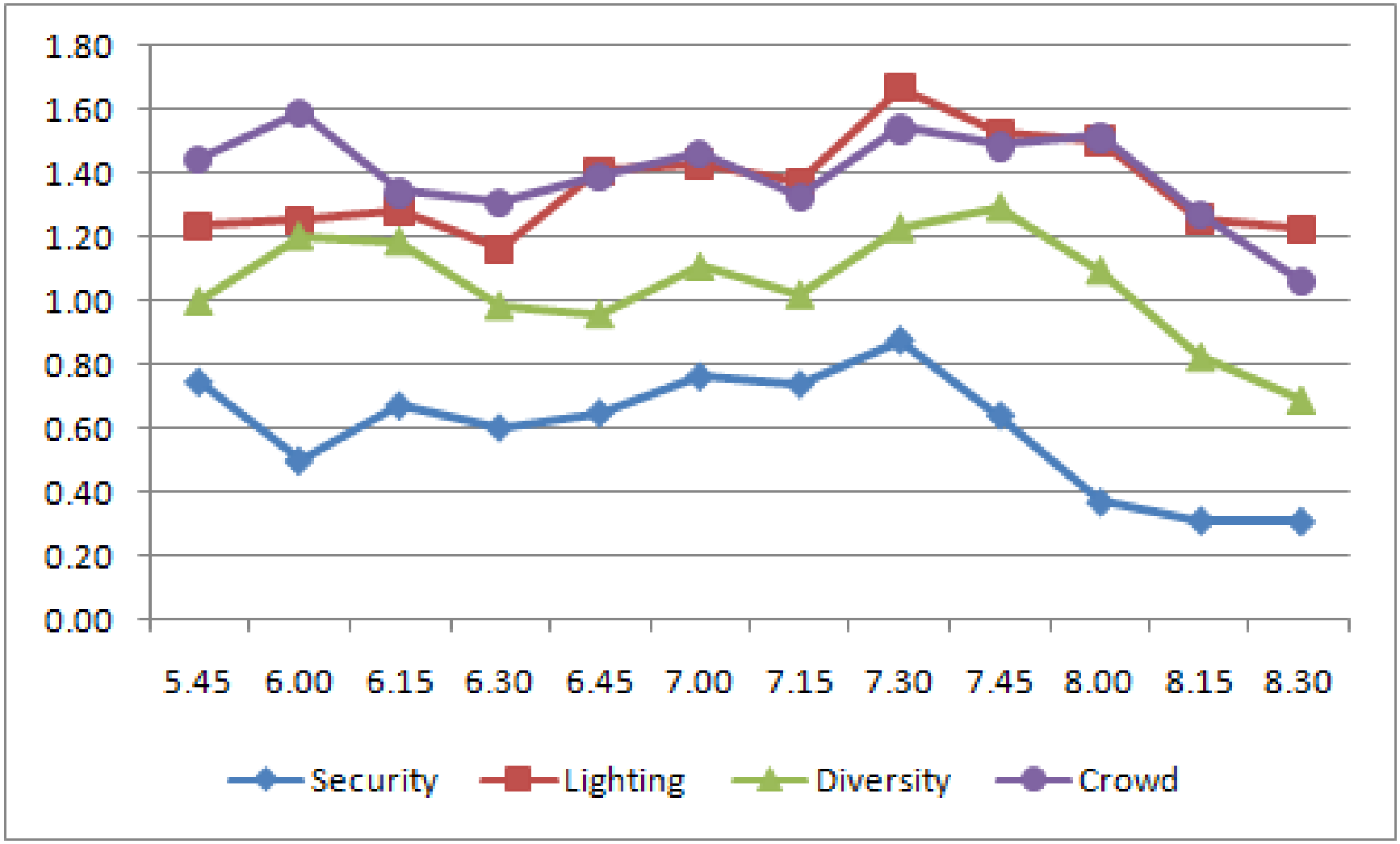
Trends over Time



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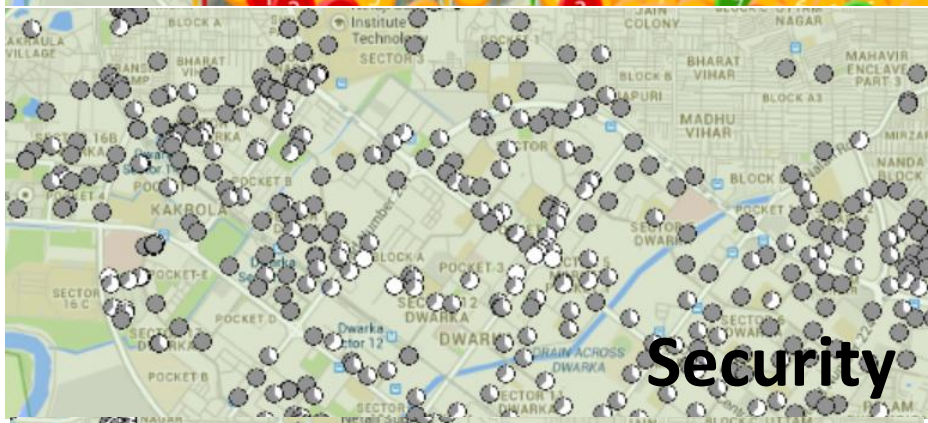
Impact Project 1. S-W Delhi Police

- Working with Dwarka police to ‘Change Red to Green Pins’
- Project SALAMAT between Safetipin and Police
- Team to include DDA and City Planners



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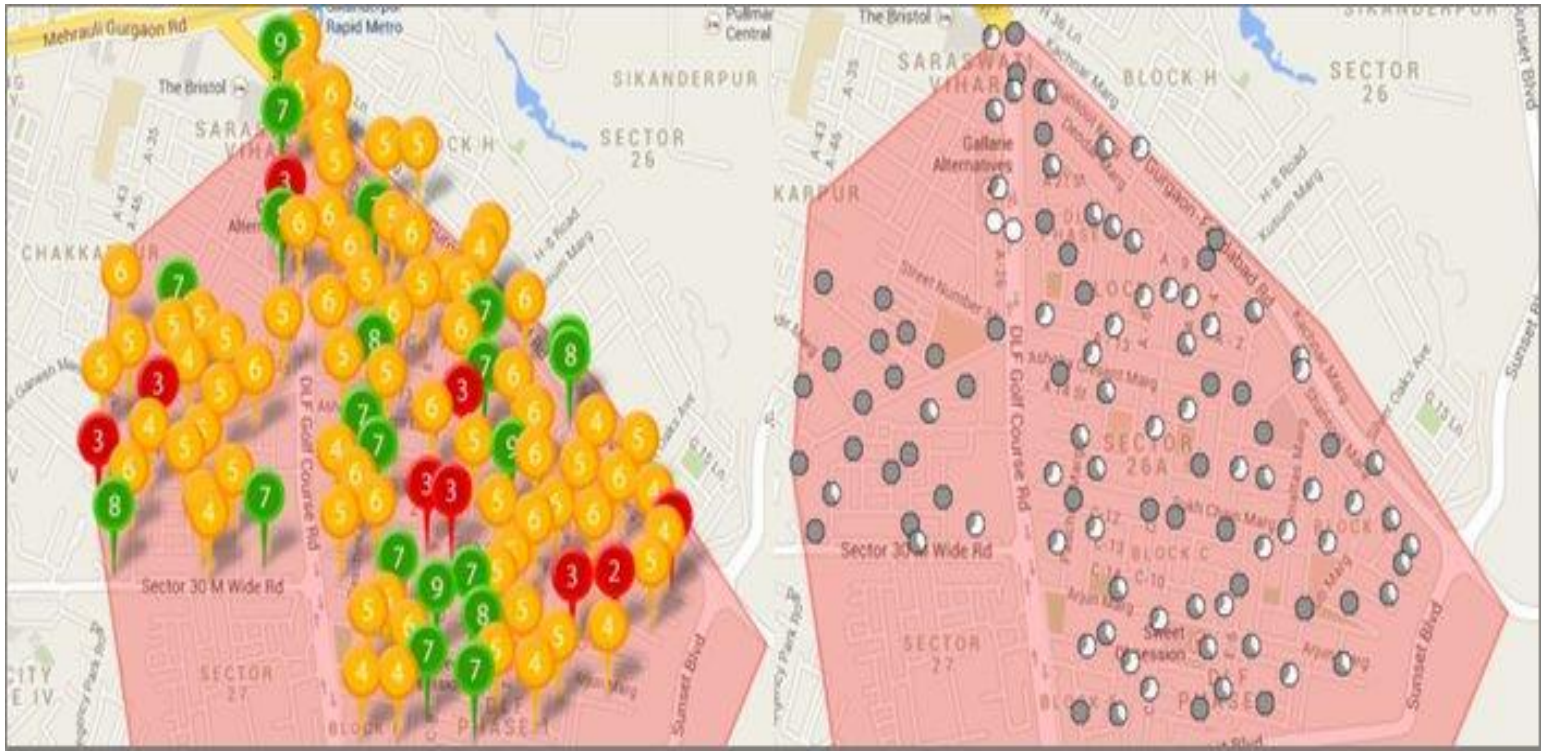

Map showing all attributes together and only Lighting

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Impact Project 2. Safety Centre

- Infrastructure
  - At least one computer with internet connectivity
  - At least one smart phone or tablet with internet and GPS available periodically
- Operation
  - Any person with a safety-related complaint can come and have it recorded in Safetipin
  - Periodic audits of the area to track changes after initiatives
  - Regular discussion with the community on all safety related issues; to come up with possible actions or advocacy approaches
  - Data made available / regularly sent to all local authorities

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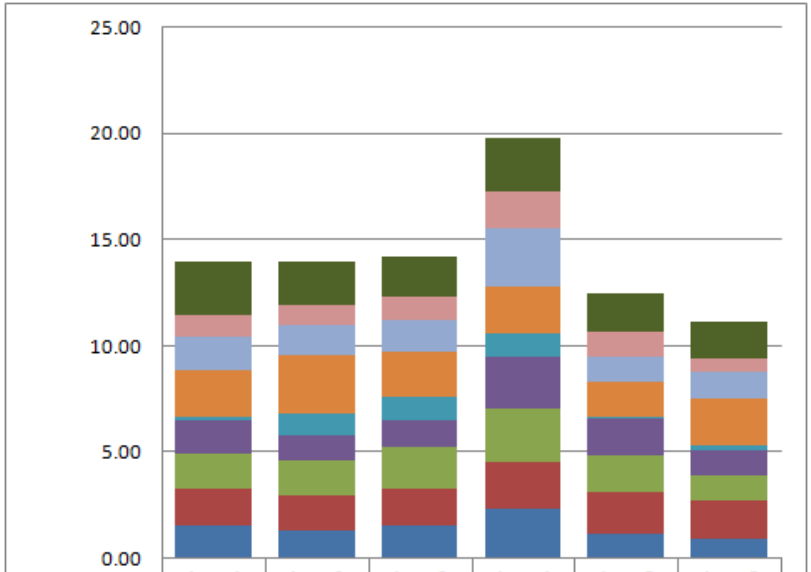
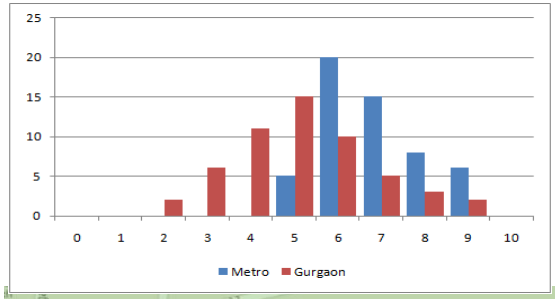
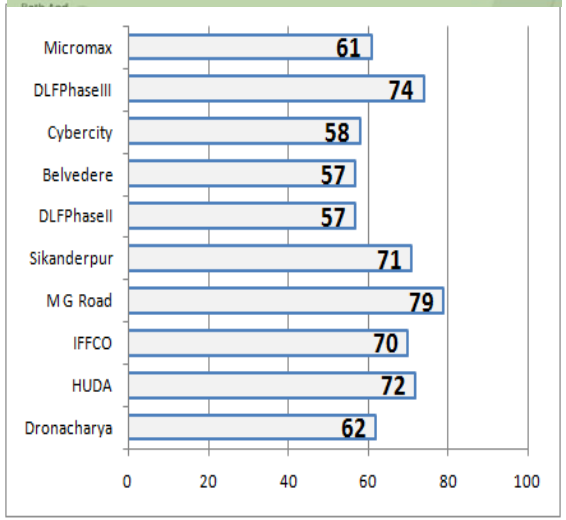
Impact Project 3. Location Audits

Comparative Assessment across locations



	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6
Feeling	2.50	2.07	1.91	2.56	1.83	1.76
Diversity	1.06	0.97	1.08	1.75	1.17	0.62
Transport	1.56	1.41	1.48	2.69	1.21	1.27
Path	2.26	2.78	2.10	2.25	1.63	2.19
Security	0.12	1.00	1.11	1.06	0.08	0.24
Crowd	1.59	1.21	1.31	2.50	1.71	1.16
Visible	1.62	1.62	1.93	2.50	1.79	1.19
Open	1.79	1.68	1.78	2.25	1.92	1.84
Light	1.47	1.25	1.46	2.25	1.13	0.86





Gurgaon Metros score well

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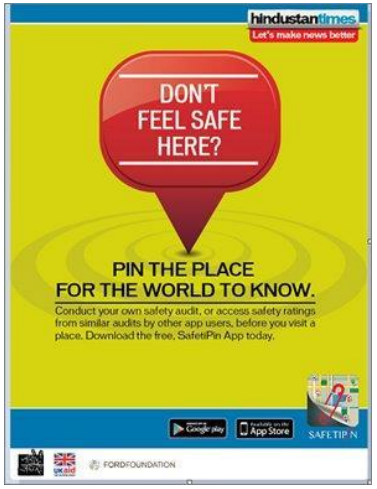
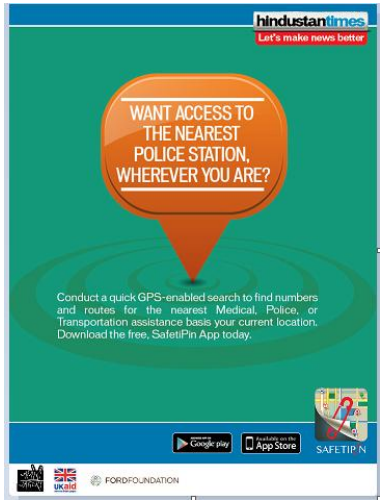
Extensive Newspaper Publicity





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Winner of Avon Foundation Innovative Campaign Award 2014

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