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Deployment of technology in the local police of Marbella and San Pedro Alcántara by means of a geolocation and positioning programme using electronic tablets

Marbella City Council

Programa Operativo Plurirregional de España

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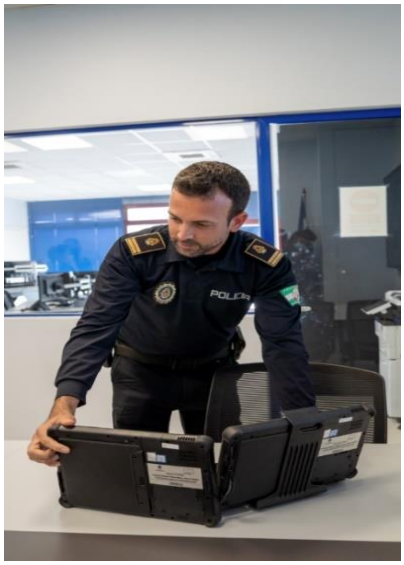
Fondo Europeo de Desarrollo Regional

DEPLOYMENT OF TECHNOLOGY IN THE LOCAL POLICE OF MARBELLA AND SAN PEDRO ALCÁNTARA BY MEANS OF A GEOLOCATION AND POSITIONING PROGRAMME USING ELECTRONIC TABLETS



The action has consisted of providing the Municipal Police with a geolocation and positioning computer application and electronic tablets to be installed in police vehicles, and to have a fully digitalised police force, providing this Security Corps with greater transparency, improving and expanding the interaction between the City Council and the citizens. It also reduces environmental costs through the development of the geolocation and positioning programme with electronic tablets, avoiding paper and travel expenses.

This action has enabled effective access to data, to indicate precisely the areas of the municipality where incidents are occurring in real time, offering faster action and greater security, thus promoting the resolution of infractions in a shorter period of time. The information obtained is stored in the electronic tablets to be consulted not only by the Local Police, but also by any Security Corps or emergency services.

The ERDF contribution was 90,483.88 euros, which represents 80% of the total cost of the action, which amounts to 113,104.85 euros. With this action it has been possible to reduce the time of action of the police officers by 80 percent, benefiting the 147,958 citizens registered in the municipality, a population that doubles during the summer months, reaching the figure of 298,916 inhabitants, who also benefit from this improvement in the effectiveness and efficiency of the service provided by the Local Police.

It is considered a Good Project Practice as it meets the following criteria:

1. **<u>The role of the ERDF has been adequately disseminated among beneficiaries, potential beneficiaries and the general public:</u>**

Firstly, a **permanent informative plaque** has been installed in the building of the Local Police Headquarters, which shows where the co-financing of the action comes from and the objective to which it is directed.

The website of the ERDF Funds of the Marbella Town Hall disseminates the project in its section dedicated to the actions co-financed with ERDF, whose link can be found in the web portal of the Funds: [Operaciones EDUSI Marbella]

In addition, a corresponding **information sticker**, reflecting the ERDF co-financing of this action, has been affixed to each of the electronic tablets used by the agents..

The action has been widely disseminated among the public accessing the Local Police Headquarters and the staff of the same, as well as through the communication actions promoted by the Marbella Town Hall, such as the dissemination in municipal social networks (Facebook, Twitter and Instagram) of a micro video, which can be seen in [this link.]
FEDER.

In addition, **radio spots have been broadcast on national radio stations, advertisements in the national press and banners in an English-language digital newspaper,** targeting the large foreign community residing in Marbella, which is also a beneficiary of this action.

A press release has also been prepared and published in the news section of the Marbella Town Hall website and on the Consistory's ERDF website Marbella. Graphical examples of this diffusion are shown below:

This press release has had a wide repercussion in the provincial and regional press, having appeared to date (03 May 2022) in various national, regional, provincial, local and English-speaking media, always mentioning the ERDF co-financing of this project.

The action has also been **widely disseminated on social networks, on the Town Council's Twitter, Instagram and Facebook profiles. The hashtag #ProyectosFEDERMarbella has also been created** to group all the dissemination of the projects co-financed with ERDF Funds that is done through these profiles.

2. The action incorporates innovative elements:

This is a pioneering project in digital management in public services, with the implementation of 'big data' and data analysis, as this software is integrated into the Internet Territorial Information System (SITMA) and is connected online, This has led to a police service more in line with the needs of the city, speeding up studies on needs and the organisation of the different services, and also providing a faster and more efficient police service to citizens.

Likewise, the action has allowed the Marbella Local Police to carry with them, through the electronic tablets and the supports in the police vehicles, all the information necessary to carry out their work effectively, accessing data, checking non-compliance with municipal ordinances and controlling the most conflictive points of the city, instantly.

The deployment of the communications infrastructure of the Local Police with this information management system for data analysis, together with the training programme for officers and other staff of the Security Delegation, has allowed the Local Police to become a Smart Police, helping to achieve the challenge of turning Marbella into a Smart City, in which new information and communication technologies are integrated into the city, promoting a more efficient management of public services.

3. Adequacy of the results obtained to the established objectives:

The aim of this action was to increase the effectiveness and efficiency of the Local Police in the resolution of conflicts and infractions, thus meeting the security needs of citizens. By having tablets to collect and store information provided through geolocation software, the action of the agents in traffic offences, accidents or conflicts is now much faster, providing a service more in line with the current needs of the population.

Likewise, this project is a great contribution to the local objective of making Marbella a Smart City, due to its exemplary effect in terms of the use of 'big data' and data analysis in public services for the benefit of all citizens.

4. Contribution to the resolution of a problem or weakness identified in the area of implementation:

This action has contributed to solving a problem, such as the need to modernise and improve the management of municipal public services in order to respond to the continuous and seasonal growth of the population in the summer months. With this action, it has been possible to provide real-time coverage of infractions and incidents that occur at any point in the municipality, acting and increasing security in those areas where there are more conflictive situations. It will also help to improve the deployment of officers by geolocating the areas and times when most incidents occur, and will prevent traffic problems.

Finally, the action allows for greater transparency in the interaction between the City Council and citizens, since the tool developed is connected to the Local Police management programme (GESIT).

5. High degree of coverage of the target population:

The action has a high degree of coverage of the target population, both in terms of the number of officers who form part of the Local Police staff, which stands at 337, and have seen their conditions and resources improved to better perform their services, as well as because the entire population of the municipality is considered a beneficiary of it, by improving the security and support provided by this Security Corps. This population is currently around 150,000 inhabitants, but this number doubles in the summer months as this is an eminently touristic city.

6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability:

Since, as mentioned above, this project has improved the police service by digitalising it for more efficient and effective management and implementation, the action has contributed to improving the safety of all citizens and visitors, but especially of the most vulnerable people, such as minors, the elderly or people in situations of social exclusion, or those living in the most disadvantaged and insecure neighbourhoods.

With regard to environmental sustainability, it should be noted that the use of new technologies, through electronic tablets and computer tools in the agents' work, has led to a reduction in the use of paper, as all the information is stored digitally and interconnected, and a reduction in CO2 emissions by avoiding trips to the Headquarters to consult any information required. In addition, as the police vehicles have a support for installing the tablets, unnecessary journeys around the city are avoided, as they go directly to the area where the incident is taking place.

7. Synergies with other policies or instruments of public intervention: :

The action enhances synergies with various public intervention instruments. Specifically, it does so with the Marbella Smart City Council project which, within the Marbella 2022 Strategic Planning, is developing its own Digital Agenda as one of the fundamental strategic paths, due to its transversality in all spheres of the overall strategy of the city, in which the Digital Police, is placed as a fundamental part of this development of the city of Marbella as a Smart Destination.

In the framework of the 2022 International Tourism Fair (FITUR), the Town Hall has received the certificate awarded by the Spanish Institute for Tourism Quality (ICTE) accrediting Marbella as the first Andalusian city and the third in the world to obtain the Smart Tourism Destination (DTI) seal. This recognition highlights the Consistory's commitment to innovation, new technologies and sustainability, with this action being a further step towards achieving improvement and excellence in these areas, with special emphasis on the security field.

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