



March 20, 2017

Chair and Members

Community and Protective Services Committee, 4pm

RE: Request for Support for UN Safe Cities Initiative

In 2017, London City Council unanimously passed a motion to work with ANOVA toward a United Nations Women Safe Cities designation for the City of London.

The goal of the Safe Cities program is to create safe and empowering spaces for women and children; whether that be a workplace, school, park or transit system. Having undertaken this designation, London is committed to the United Nations to the following phases:

- Undertake a scoping study of the incidence (where, what, who, when) of sexual violence and harassment in public spaces in London
- Use the data that emerges from the scoping study to determine locally relevant actions to prevent and better respond to sexual violence and harassment in public spaces in London

ANOVA has the direction to report back to Council within a year with a proposal on how to undertake Phase 1.

We have met with the initiative lead within United Nations Women, have had multiple conversations with representatives from the Winnipeg Safe Cities Initiative, and with the support from four student interns from Western University and our research partners at the Centre for Addictions and Mental Health (CAMH), we have compiled existing data on the incidence of sexual violence.

The vast majority of this data is on a national level and pertains to sexual violence occurring in private spaces. Deriving from these meetings and the initial information gathering, and upon the recommendation from our research partners at CAMH, we are requesting funds to enable access to a mapping tool and to undertake targeted focus group community conversations. This combination of quantitative and qualitative data will provide the needed local and relevant data to move on to Phase 2 and determine our London actions.

We propose to use novel mapping technologies as a way to map peak times and locations for sexual harassment and sexual aggression to develop solutions to make London safer for girls and women.

Smart phone technology developed in Australia enables us to capture in real-time where women and girls feel safe or unsafe in public spaces. By applying this technology in London, policies



and other interventions can be developed that focus precisely on areas of the city that are unsafe for girls and women.

See **Appendix A** (attached) for details on the mapping technology developed by an Australian company called **CrowdSpot** (<http://crowdspot.com.au/>), which is being used to track and map women's experiences in public spaces.

PROJECT PHASE	DETAILS	COST
Design and Build	Build your project with the right map design, survey configuration and branding to match your community and the information the community wishes to collect.	\$6,500 - \$8,500
Community Engagement	Promotion of the mapping tool to enhance community participation	\$400/month for three months
Data Insights	Develop spatial maps and reports for community	\$3,000 - \$6,000
Total		\$15,700

Importantly, we will also undertake 3-4 focus groups in collaboration with community groups or agencies, targeting sub-populations who experience higher levels of sexual violence or who may be under-represented in the mapping tool data.

These would include the Muslim community, the LGBTQ+ community, newcomers and refugees, and those living with a disability/differently abled individuals. This qualitative data will help flesh out the nuance of how sexual violence is experienced differently based on one's identity and the effects of the larger mainstream culture.

By incorporating the voices and experiences of women and girls, the mapping tool and the focus groups can steer the development of Phase 2 activities which can include policies, programming and city planning to make public spaces safer for girls and women and address the underlying causes of threats to women's safety.

This data is vital as we move toward a Safe City designation. In the #MeToo and #TimesUp era, this is a concrete step in the right direction as we work to create safe and empowering spaces for all.



As we move forward, ANOVA is requesting that the following actions be taken:

- Council approve one time funding of \$15,700 to ANOVA for the undertaking of the mapping tool
- Council direct staff to identify a lead person within the Corporation of the City of London who will be tasked with co-coordinating the London Safe City Initiative alongside ANOVA; this person will help coordinate focus groups, coordinate regular Steering Committee meetings and to manage the launch and dissemination of the mapping tool, work totaling roughly 20/per week.

Sincerely,

Anova

APPENDIX A:

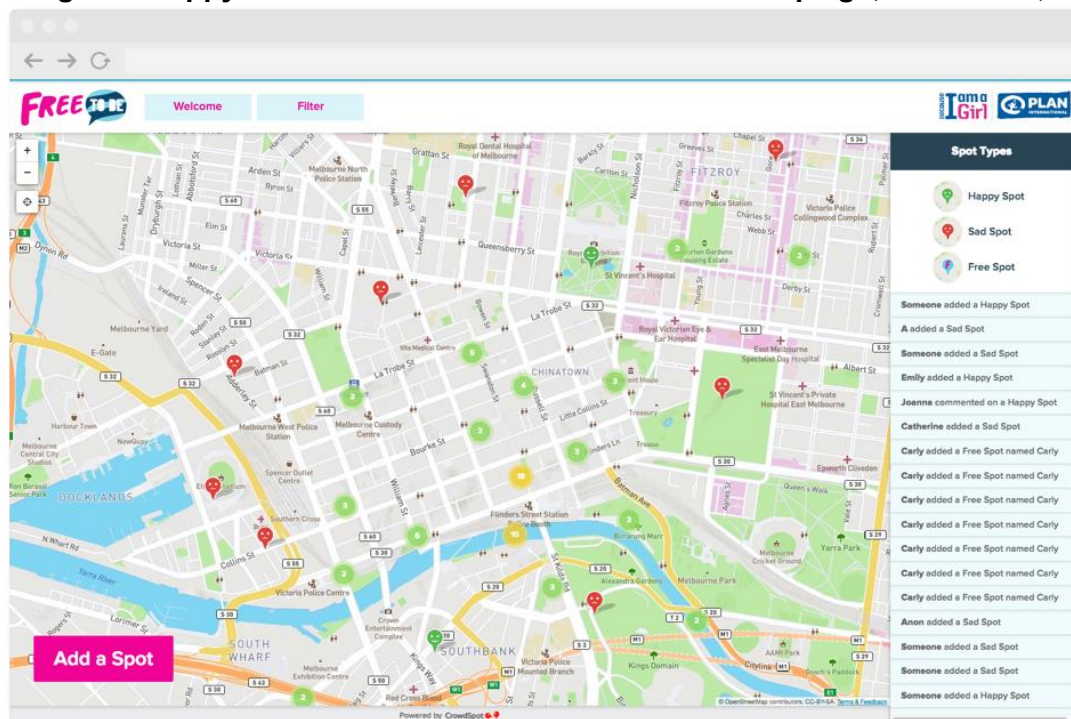
Using web-based interactive maps, women drop “pins” for locations in the city where they feel safe or unsafe and provide descriptions of their experiences. These data are used to identify “hot spots” for sexual harassment and sexual aggression. The data can also show the types of public spaces where women feel safe and identify from their descriptions why these are safe spaces. Additional data can be collected so that safety can be assessed for racialized and marginalized populations.

This approach was used in Melbourne as part of the “Free to be” campaign funded by Plan International, where over a 3 month period over 1300 pins were dropped by about 1000 women – with green pins marking “happy” places and red pins marking “sad” locations.

(See Figure 1 below).

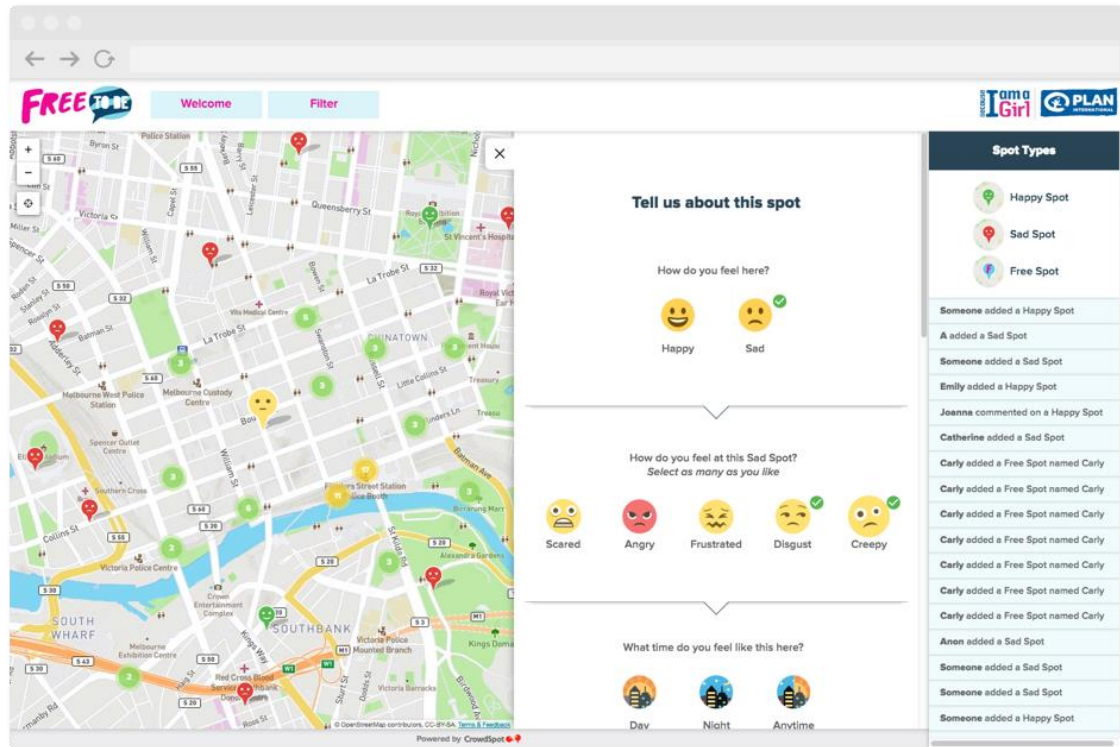
These data identified locations in the city where women were most likely to experience incidents of sexual harassment, thus providing important information for city planners and policy makers. We propose to work with **CrowdSpot** to apply this mapping technology to mapping safe and unsafe spaces in London. They will build, maintain and oversee the map interface for London. The data will be hosted at a website which is user friendly and responsive to any browser (e.g., ipad, smartphone, desktop). The webserver can be located in Ontario (e.g., Amazon webserver in Canada).

Image 1: “Happy” and “sad” locations in Free to Be Campaign, Melbourne, Australia



<http://crowdspot.com.au/>

Image 2: How women felt at locations they pinned in Free to Be Campaign, Melbourne, Australia



<http://crowdspot.com.au/>