

*Before the system was implemented, “80 percent of neighbors did not report crimes for fear or lack of confidence in authorities,” said Fernando Andrade, former Miraflores mayor. “Today, that has changed.” Citizens now file almost 50,000 reports a year, and the overall crime rate has declined 50 percent.*

## Customer Profile

Miraflores is a municipality of Lima, Peru that lies along the Pacific Ocean. The city has approximately 100,000 residents and is a bustling commercial and residential center.

## Situation and Challenges

In the 1990s, Miraflores experienced escalating crime (e.g., robbery, assault, and drug possession) that was having a negative impact on the quality of life and threatened to hinder tourism and economic activities. At that time over 70 percent of citizens in the Lima metropolitan area ranked crime as the city’s biggest problem. Requiring police assistance meant relying on the national police system, which was often inundated by hoax calls.

In addition, the existing manual, paper-based system that security officers used to record crime reports provided minimal data transparency and accountability. Miraflores needed the ability to respond quickly to reports of crime, provide feedback to citizens and monitor trends.

## Solution

In 2003, Voxiva and Miraflores municipality collaborated to deploy Voxiva CitizenNet™ (known locally as Alerta Miraflores), a phone- and web-based public safety solution. Alerta Miraflores allows residents to dial a central number that connects to an automated incident reporting system. Within seconds of a report being logged, officials contact the citizen and initiate action. If a caller reports an emergency, officials confirm incident details and immediately dispatch an ambulance or police. The action taken is recorded in the central database that is viewable by all authorized users, and ensures transparency and accountability. A historical record of all reported cases is continually maintained and available for review and trend analysis.

Alerta Miraflores provides the municipality with a rich data set for analysis, decision-making, and monitoring of trends. The Miraflores Public Safety manager regularly generates a comprehensive report of charts and graphs showing crime statistics by type, location, time of the day, day of the week, and month of the year. This information has been used to re-allocate resources to locations and times of greatest need, and to justify additional resources.

## Benefits and Results

- **Enhanced Data for Decision-Making:** Alerta Miraflores’ detailed registry has enabled authorities to perform thorough crime trend analysis. These statistics have been used to drive decision-making. The Chief of Police used Alerta Miraflores data to justify expanding his police force and a City Hall official implemented a noise reduction campaign based on a high frequency of noise complaints.
- **Improved Public Safety and Citizen Satisfaction:** Public safety is one of the three most important issues to Miraflores citizens. Alerta Miraflores has reported a 68% drop in robbers since 2003. Municipal officials estimate that there has been a 30% reduction in assaults and a significant reduction in overall crime
- **High Report Reliability:** Alerta Miraflores captures a very low percentage of false reports. Since its launch in 2003, 98% of the reports logged by the system were confirmed criminal activity (robbery, assault, drug possession, prostitution, and delinquency). The high report reliability ensures municipal staff dedicate their time to responding to legitimate cases
- **Multichannel Access:** Alerta Miraflores supports integrated communication across channels (phone, web, text messaging, and e-mail). Citizens can leave voice messages that are stored in the centralized database in a voice-clip format, and authorities can respond via their preferred method of communication (e.g., text message, phone, or the web).