

5-Year Business Plan Summary

Option 2: Improving the Entire MID Area, Not Just the Residential Village

The Muizenberg Improvement District (MID) is a Non-Profit Company that was set up to provide various top-up services within its public space throughout the entire MID geographic area including not just the residential village but also the beachfront, York Road, Main Road, Muizenberg Park and Atlantic Road.

But the fact is that, for its entire existence, MID has both failed to provide proper urban management, and has narrowly focused on the residential village rather than spreading attention and resources throughout the entire area to address the concerns of all property owners in the area.

Our plan, Option 2, insists on spreading MID resources throughout the entire geographic area, and rejects, for example, initial intentions of other directors who themselves live in the Village to focus camera installation predominantly in the residential village. We don't agree that the approval of some village residents constitutes "broad community approval" [Refer Summary, Option 1].

Option 2 deliberately does not ask members to decide anything currently, but to apply their minds to the service levels they want to see throughout the MID area, and instruct MID directors to put together a budget to achieve these services. We believe that if members are happy to continue with an emphasis on the residential village, well and good; our preference, however, is that resources be spread throughout the MID geographic boundary for the wide benefit of property owners.

Previous directors were happy to allow a manager to work in the area for only 15 hours a week, as well as with the resulting lack of supervision of cleaning and public safety service providers. Service delivery, particularly with regard to public safety was necessarily poor; causing entrenched problems which need urgently to be addressed.

We now need to work with all public and private stakeholders to put the entire MID area firmly on their radar and harness limited public resources, private investment and donor funding to facilitate urban and economic development.

Where other directors understand public safety as a narrow thing on its own, we understand it as being integrally related to all aspects of the MID's activities, inseparable from cleansing, greening, social development and stakeholder engagement.

Where other directors focus almost exclusively on problems in the residential village, we understand that public safety in the Park relates to public safety on the beachfront relates to public safety on Atlantic Road relates to public safety in the residential village. Challenges in these areas cannot be separated from each other, and solutions need to cover the whole area.

The MID is a tiny improvement district with a correspondingly limited budget (the City of Cape Town improvement district spends more in a month than we spend in a year). Given

that the money spent on public safety is the bulk of the expenditure, it is crucial that value for money be obtained from the public safety service provider. The public safety provider must necessarily be able to work in close partnership with all public and private stakeholders, with the South African Police Services [SAPS] and Law Enforcement [LE] authorities, and all relevant City of Cape Town departments and officials, drawing on established relationships and developing others to contribute meaningfully to urban management of public space throughout the MID area.

We want the expert urban management that is provided to other city improvement districts in Cape Town. We believe that the existing knowledge and relationships can only be beneficial to the MID.

Smart urban management that addresses the problems faced in public open space includes the implementation of a surveillance camera system, and we intend to instal CCTV cameras.

To produce real results, cameras cannot stand alone but need to be integrated into the overall public safety approach.

Rather than simply leasing a camera system from a fibre optic service provider, **we want to hire expert public safety service delivery that includes a camera lease agreement, professional installation, management, maintenance and monitoring.**

We want to ensure this lease arrangement is amortised over the new, renewed 5-year contract scheduled to start on 1 July 2020.

We need a strong public safety operation with professionally trained and digitally equipped A-Grade security response officers in vehicles, rather than C-Grade unskilled patrollers on foot. These professional officers will collect accurate data to produce expert reports that inform all decisions in real time (not days or weeks later), to predict the likelihood of incidents and respond to them proactively before they occur rather than reacting to incidents after the fact. Response officers need to be sharp ambassadors for the area. They should be approachable for advice on security issues, as well as be able to advise tourists and others where to go for a great cup of coffee, a B&B, a music gig etc.

To justify the costs of the cameras themselves, these officers need to be linked to an effective and professionally monitored surveillance camera system operated by trained and expert personnel working in a sterile control room set up for that purpose.

We disagree with our fellow directors who are promoting Option 1; the monitoring provided for in their budget is meaningless: R180000 per year (R15 000 per month) for the non-expert monitoring of cameras fed into the current public safety service provider's non-sterile control room is a waste of money. We strongly disagree that this "will greatly enhance crime prevention activities by patrollers".

We unashamedly would prefer initially to have fewer, **strategically placed cameras which are properly and professionally monitored by professionals engaged in predictive, proactive urban management** than a lot of cameras with meaningless monitoring.

Public safety personnel also need to be involved in social development. Given the pervasive presence of people living, trading and engaging in ongoing anti-social and often gang- and drug-related behaviour in **key spots in the MID area (including the beachfront, Atlantic Road around the bridge, Cinnabar and Checkers and Muizenberg Park)**, social development and upliftment cannot be neatly separated from public safety. The MID's Operations Manager and public safety service providers must modify anti-social behaviour.

Given the extent of the chronic issues faced by vulnerable people in the MID area and surrounds, and the scant resources available to the MID for even its core services, the MID recognises the imperative to imagine a range of other creative ways to strengthen social development. The public safety provider and the Operations Manager must actively collaborate with and coordinate all stakeholders (including local and international faith-based organisations and educational institutions in the area) to create a team of volunteers to work towards the upliftment of genuinely vulnerable people in the area.

To achieve these social development agendas, must work as closely as possible with the relevant City Departments. This includes with regard to the opportunities created through the envisaged introduction of pay parking on the beach front, and to creating trading opportunities throughout the public area.

Apply your minds to what services you want to see in your node in the MID. Raise your concerns. Ask the Board to put together a plan that takes all your needs into account. Instruct us to obtain comprehensive quotations, to produce a nuanced budget, to present to you at a future Special Members' Meeting. Don't be rushed into making decisions based on half-baked information and unsustainable promises that work well for one node in the MID area but not the rest.