



Durbanville Camera Initiative (DCI)

securing our safety

Name: Durbanville Camera Initiative
Bank: FNB
Branch: Willowbridge Place
Branch Code: 210655/258805
Acct No: 62431203687

To the vested and valued resident:

This document is compiled to address the many questions and suggestions made by some of our Durbanville residents. Since this initiative is for, and by, the Durbanville residents, we hope you will find the following information both informative and encouraging. We urge you to join and promote this enormous undertaking which will safeguard our families and our properties and so much more.

section one: *INTRODUCTION*

BACKGROUND AND STRUCTURE:

We are following many towns throughout South Africa who have successfully embarked on the same road with one essential difference, namely that we are forming a Non Profit Company. This will ensure that:

- a. we incorporate all of the Durbanville neighbourhoods under one umbrella,
- b. we are not faced with liabilities for future taxation and
- c. specifically with larger business and corporations in mind, we are able to offer tax clearance certificates for large donations.

This initiative was born from the many invasions and tragedies, increasing year on year, that have plagued our leafy suburb. First we formed the Neighbourhood Watch groups which, in itself, went a long way to ridding our neighbourhood of the criminal elements who retreated out of the Southern Suburbs to our greener pastures. Because the Southern Suburbs adopted the camera initiative before us, we have been inundated by, not only vagrants and the homeless, but also syndicates who have brazenly entered our properties and removed our possessions. Instead of becoming powerless in the face of this onslaught, we decided to fight back. A handful of committed Durbanville residents banded together and echoed the same desire:

- the time for talking is over
- an initiative was needed for the greater good of Durbanville
- in order to liberate our beautiful town of crime, a united stand had to be taken

The DCI was established on these principals. This is a Community Initiative for our community. Every cent raised will go into our fight on crime.

This is the only way forward, at this stage, with the technology available to us. It is less labour intensive and the most effective way, again, at this stage, of getting ahead of the crime spree that is plaguing us at present, for the little bit of money that is required ... IF we all get on board. This is for us by us and we can do this without relying on any parastatal hand-outs. It is our intention to, not only drive the perpetrators out of our town completely, but also use the footage saved to bring those who dare enter our area to justice by providing irrefutable proof of transgressions that will hold up in court.

The results of this system will have the following benefits:

- a. Our children will be able to play outside with little fear of being abducted or harmed in any way
- b. The value of our properties will grow and Durbanville will be a sought-after town for buyers
- c. Estate Agents will be safe in their show houses and their business will boom
- d. All businesses in our town will profit from a safer environment for shoppers and vice versa
- e. Citizens who work within our town's borders will be safe, as will their vehicles
- f. Perpetrators could be apprehended prior to committing an offence
- g. Crime will be vastly reduced and our properties and belongings will be safe
- h. Our insurance fees could, and should, become reduced
- i. Drug dealers will no longer be able to operate incognito

MARRIAGE OF TWO NETWORKS:

From the start, due to the many difficulties we encountered with communications on the Radio Network, we knew that we needed to relocate the Northern Suburbs Control Room from NI City to our town. Having the Control Room in Durbanville had already been our top priority prior to the birth of the DCI but fitted into our subsequent plans as if it was preordained that way. We envisage that, since the Control Room will house both the Northern Suburbs Radio Network as well as ultimately the camera network, they will work hand in hand, which will stop us from being caught on the back foot all the time. The idea is that we get ahead of these perpetrators for once and send a clear message that Durbanville is no longer a viable "shopping mall".

FINANCIAL REQUIREMENTS FROM RESIDENTS:

During the past few months, we have been working tirelessly getting proposals from many role players who specialise in the field of CCTV and the software needed to make this enterprise run seamlessly. It was clear that, embarking on such a project for a suburb of between 800 and 2500



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households was going to be incredibly costly. It was therefore decided that the best avenue forward was to launch this mammoth undertaking for the whole of Durbanville, bringing our many neighbourhood watches together, as we have already been doing on the Radio Network to date. This, of course, had the advantage of creating a better buying platform where, the more equipment we purchase, the better the price would become, enabling us to ensure that the most advanced products, services and software could be secured.

At this moment, for budget purposes, we have a Community Surveillance Camera System proposal, inclusive of VAT, for R1,648,522.47, which, rounded up, is R1,65 million. This consists of the following:

QTY	DESCRIPTION
66	Axis P1354 IP HDTV Cameras (22x LPR and 44x Overview on 22 Points)
22	8 Port Switches & 650va UPS
22	Camera Poles
3	PC's with Software with licences
6	40" LCD HDTV Screen
	Wi-Fi, Furniture & Aircon, Servers, Materials, Piping, Cabling, Camera Housings, Cement, Mounting Brackets, Cabinets, Labour, etc

Durbanville has, more or less, 15000 (fifteen thousand) households. In these difficult times, is understandable that not every household is financially flush. We budgeted that, should 20% of these, that being 3000 households, be in a financial position to donate R1000 each as a start-up amount, we would be able to collect R3 million which, after the purchase and installation of the Camera System, we leave us with R1.35 million reserve funds.

As you may have noticed, the above excludes the following, which will have to be funded separately:

- Insurance on the hardware, office furniture, etc.
- Upgrades to software and its annual licence fees
- Replacement cameras, if and when needed
- Rent for the Control room
- Possible Liability Insurance
- Possible salaried employees to man and monitor the cameras
- Possible salaried employee to administer the day-to-day running of the project

To this end we were hoping that, once the dubious residents see that the DCI is neither a fly-by-night organisation nor a scam, the majority of households will participate by donating R50 per month on a continuous basis which could net us between R375k to R650k per month. Should this be afforded to us, and as experience will teach us as we go along, we could start adding cameras to the network, as well as, for instance, thermal imaging camera versions for the exposed greenbelts, thereby closing the gaps where necessary, LPR dashboard mounted vehicle monitoring cameras, install facial recognition software or even upgrading the radio network.

OBJECTIVES & STRATEGIES:

The way forward now is to do the following:

1. Secure office space to house the Northern Suburbs Control Room
2. Get all the Chairpersons and Ops Managers of the various NHW's in Durbanville together to discuss our marketing strategy. This will consist of each NHW group identifying and appointing a Marketing Representative for their suburb who will take charge of the extensive and highly informative live feeds from a variety of shopping centres so that everybody's questions can be addressed and answered.
3. For the few residents who may miss these information days, each Marketing Representative will have to harness the talents of the Block/Street Captains. They will then ensure that each and every resident in Durbanville becomes informed of our initiative by giving them information brochures and by answering any questions still unanswered.
4. Once we have secured the necessary funds, we will ask for formal quotations and begin the purchase and installation process. The first R500k will be utilised to equip the Northern Suburbs Control Room and install several camera points. This will show our commitment to the project and will, in essence, be our biggest marketing tool for both residents and businesses/corporations investments.

The Camera Initiative will have far reaching safety and financial benefits for all of its residents for years to come. This is our future and it is upon us ... make sure you become part of this highly effective solution.





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section two: FAQs

1. Who is the DCI?

The DCI is a committee of 6 members, representing several NHW's, who are having an NPC (non-profit company) established. These committee members are as follows:

MEMBER	NHW REPRESENTED	POSITION	EMAIL	CELL NO
David Graham	WPSF – Sector 2	Chairman	david@technisales.co.za	0824165064
Sean Tucker	Vierlanden – Sector 2	Vice-chairman	sean.tucker@vodamail.co.za	0825636830
Jacques Nolte	Kendal Road – Sector 3	Treasurer	jacques.nolte@santam.co.za	0836618768
Donald Stockhall	D'Urbanvale – Sector 2	Internet Communications	don@dswoonline.co.za	0827844393
Robin Friester	Kenridge – Sector 3	Fundraising & Commercial Awareness	robinfriester@gmail.com	0714007366
Blaine Thom	Sonstraal – Sector 3	Print Communications	blaine@comws.co.za	0824506419

2. Why an NPC?

Where large amounts of cash is involved, we want our residents to feel that they are donating their money to a registered entity rather than giving it to a couple of guys with good hearts. The NPC's stringent rules and regulations promote total transparency and, because it is legally obligated to be audited, its annual financials will be made available to residents who have invested in the initiative. A donor may request: a. A PBO number issued by SARS Tax Exemption Unit; b. Tax Clearance Certificate - Issued by SARS. Also, NPC's are required to register for Tax, but are exempted from paying Tax on Funds received.

3. Are you registered as a fully legal entity?

As mentioned, we are in the process of registering a legal NPC and, once we have our Company Registration Number, Articles, etc., we will post the relevant important documents for all to see.

4. How do we know that this is a valid NPC?

The Non Profit Companies Directorate has mandated that it is illegal for an organisation to operate, let alone request for funds and sponsorship if it is not registered or has been de-registered. It is required by law that NPC organisations submit Annual Financial and Narrative Reports to the Directorate, failing which the organisation becomes de-registered. In order to check the validity of an NPC organisation, log onto <http://www.dsd.gov.za/npo/> and click on "List of Registered NPO's". You can then download a "REGISTERED NPO'S IN THE WESTERN CAPE" excel file to check.

5. Who can we contact to verify that this initiative is not a scam?

Feel free to contact Col Marius Swanepoel of Durbanville SAPS at 0843640068 or on their landline number 021 970 3801/15.

6. Why did we not go the SRA (Special Rating Area) route?

The NPC route and the SRA route are very similar at its core with the following differences – with an SRA one has to:

- Present a business plan to the community prior to an application being submitted.
- Get more than 50% of the community to give written consent and the 49% or less who did not agree, must abide by the decision.
- Choose a steering committee who must then present a business plan, motivation report and implementation plan to the City for approval.
- Advertise the proposal in the media to allow affected parties at least 30 days to render any comments or objections after which the City considers the application and the objections.
- After the City has approved the application, a board is elected and a Section 21 company is set up with VAT registration, a bank account, etc. This must all be in place before the City bills the property owners and pays over the levies to the SRA.
- This whole process takes a long time and, once it is approved, everybody must pay. Our way is swift and the resident gets to decide whether to buy in or not.
- Apart from the time frame, trying to establish an SRA is a very difficult avenue to pursue considering the 15000+ residential properties.
- Lastly, an SRA is mainly for municipal services whereas our initiative is purely safety.

7. How does one invest?

A bank account (details at the top of this page) was opened in the name of the Durbanville Camera Initiative. This bank account is the only account residents must deposit moneys into toward this initiative. Please ensure you have the correct banking detail prior to depositing money by either confirming it with this document or copy/paste it from Facebook. DO NOT just assume it's correct. If you are still unsure, phone FNB yourself at 087 736 1820.

8. Will there be tax benefits?

Once the NPC is registered, we will be permitted to provide tax clearance certificates for large donations such as those we will (hopefully) receive from corporate sponsors.

9. Why don't we have a barometer on FB or in the centre of Durbanville?

This seems to be a popular question and we will definitely look into doing this on Facebook but it's not practical doing this in the town "square". We would need too many council signatures and the wheels simply move too slowly in those circles.



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10. **Have you thought of having a barometer per suburb as well as for the amount collected?**
This is also a very good idea and can spur some friendly competition between the different NHW's. We will most definitely keep this in mind.
11. **Can we see who has donated?**
We'll try our best to post the names of the people who donate money, if we are able to see it at a glance. However, please understand that there are 15000 households and not everybody wants to have their donations broadcasted. We'd rather suggest that, whoever wants their neighbours to know they have donated, posts this on the fb group themselves. This can, of course, as in the point above, spur some friendly competition. We will however mention individuals and companies (with their express permission) who have donated in excess of R10k.
12. **Are there monthly contracts to be signed?**
There are no contracts to be signed at all.
13. **What are the marketing plans?**
Essentially it is to give live demonstrations at a variety of shopping centres as well as have pamphlets printed for distribution.
14. **What must the NHW's do?**
As mentioned above, we will need each NHW committee to appoint a person or persons to spearhead the marketing for their specific area. This will include, but not be limited to, engaging the block/street captains.
15. **Is there an expected amount that each household should contribute or do we contribute what we can?**
Initially, we require donations of R1000 and monthly deposits of R50. However, I'm sure that, should you be able to offer any amount, it will be gratefully accepted. It must just be understood that, to kick off this project, we require R3million for the purchase, installation and upkeep of the cameras. This is our short term goal.
16. **Can the initial R1000 be paid in instalments?**
Yes, the initial R1000 can be paid off in 4 instalments of R250 each.
17. **Can you give us a goal per household? Is it R50 or R2000?**
The goal is to collect R3million within the next 4-6 months. We have 15000 households which equates to R200 per household. Wouldn't it be wonderful if each household could just stop off at the bank or log onto Online Banking and deposit the R200? However, to expect that to happen is both naïve and unrealistic, and, quite frankly, a bad business decision. Because of experience, we realised, in order to collect the R3million, we would initially have to rely on the minimum of 20% of Durbanville residents to donate R1000 and, when the other 80% see that we did what we set out to do, they will chip in and donate their R50 per month to keep the project alive, running and up to date.
18. **Does the DCI have a budget?**
At this stage of our infancy, our budget is simple: we need income of R3million and have projected expenses of R1.65million for the installed camera system. Thereafter, there will be other expenses such as monthly insurance, rental on the control room, maintenance, electricity, office supplies, etc. However, before we purchase anything, we will concentrate on accumulating the R3million and then sit with our directors and suppliers and work out how this money will be spent. Only at that point, realistically, can a budget be generated.
19. **Can we not have a meeting in the Town Hall or Velodrome?**
The Town Hall does not have the capacity needed to gather 15000 people (1 from each household), and it is very optimistic and improbable to think that 15000 people will attend a meeting, were we able to afford the rental on the Velodrome. At this stage, our best bet is to allow each NHW to spread the word and answer all relevant questions. Having said this, we welcome any meeting a NHW requests.
20. **Are any Durbanville suburbs excluded from this initiative?**
Most emphatically no.
21. **If you don't contribute, will you get no benefit?**
If we get the R3million, the cameras are going to be erected and installed. This is fete accompli. If you are of such low moral fibre that you will enjoy the benefits that this will provide without contributing, there is not much any one person can do to change this. However, there is an added benefit of the Visec software that allows an sms to be sent to the owner of a vehicle should this vehicle be caught on camera driving during, for instance, 1am and 5am. This benefit will only be afforded to those residents who have contributed, together with access to the video footage in order to substantiate your claim.
22. **Is this initiative only for Durbanville Central or will it cover all roads into and out of Durbanville?**
If there is a road into Durbanville, we have it covered. This is a community initiative for all who reside in Durbanville. We want no loop holes in the system. It does not make sense to undertake a project of this magnitude and leave any entry into the area unsecured. We have even taken the new road that is currently underway into consideration. It must be stressed however that there will not be a camera on every street corner. First and foremost, we will concentrate on all entry and exits into the entire Durbanville.

As can be seen from the map at the bottom of this document, there are 22 proposed camera points. We have identified 17 existing points and have 5 points in reserve. These 22 points will be covered by LPR (licence plate recognition) cameras. The exact positioning of the cameras isn't set in stone, as it were, because we have to conform to local bylaws, have access to power, take traffic regulations into account, to name but a few.



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Once we roll out the marketing campaign into the various areas, we would welcome comments from residents in the areas where the cameras will be situated, as currently shown, in order to ensure correct positioning.

23. **When do you want to start installing the cameras, do you have a month already set?**
We would like to finalise the funding within the next 6 months (i.e. March 2014). When this happens, the installation will take a further 4-6 months before it is totally operational. It is unfortunately impossible to set a specific month because we could be pleasantly surprised and raise R7million by the end of November 2013 or still be struggling in 8 months time because of a "wait and see" approach. Funding will be the only deciding factor as to when the actual installation will take place.
24. **Can we see a progress timeline?**
We have every intention of keeping you posted each step of the way. This will be the case with regards the influx of funds as well as the progress of the Control Room and all the way through to when and where each camera pole is when it is erected and camera installed.
25. **Why can't you buy cameras from my relative? Why don't we have a say in who you will buy from?**
As with every business there are decision makers. We will, of course, listen to all advice but, at the end of the day, we, the DCI committee and directors, will decide where to purchase the best technologically advanced compatible cameras and, together with this, the software, based on careful investigation of the market trends. To ensure the correct compliances, this can only be implemented as a "turnkey project" by one credited company, considering that this is the biggest project undertaken, by far, in the Western Cape.
26. **Will we have access to the Metro police and SAPS database of stolen vehicles and vehicles used in criminal activities?**
Each NHW currently has "access" to Metro & SAPS' database via our Ops Managers. Metro and SAPS information is continually fed through the system from the NHW's and is compatible with all on the Viseq program.
27. **Have we taken this to our local primary and high schools yet?**
No, we are not that far yet, but, as with the supermarkets, we will add this to our list. We will be adding churches as well. We encourage all residents to discuss this initiative with everybody, where and when the opportunity allows.
28. **Have you approached insurance companies to fund this project?**
We are fortunate to have a committee member works for Santam as well as a Facebook group member who is an Insure Specialist at Discovery Insure. We got this one covered.
29. **Have you contacted Estate Agents? They have an entire income riding on selling points.**
We will most definitely contact everyone, from residents to corporate, to bring this project to fruition.
30. **A good marketing idea would be to have posters made for street lamp poles, inside supermarkets and restaurants. One could even be cheeky and ask if small flyers could be added to the bill at restaurants.**
Excellent ideas! We will definitely add these to our arsenal of marketing ideas, but will, in the case of posters on lamp posts, have to adhere to local municipal bylaws.
31. **Will there be a problem exactly where to put the poles?**
Currently the legislation prohibits mounting of cameras on public property. It is our intention to situate the cameras on private property.
32. **How is the whole operation agreed on by all the Durbanville Watches?**
Our committee is represented by several NHW's who are also directors of the registration-pending NPC. This was done to streamline the whole operation with NHW's. We also have a mandate from Sector 2 and Sector 3 to proceed.
33. **How has it been agreed to work with the Traffic Management Centre Safety & Security Section headed up by Chris Molder?**
It is our intention to ensure our database is compatible with all the relevant parties to ensure a cross over of information.
34. **Do we have a website for this initiative?**
The only website we have is the Facebook group. We have no intention, at this stage, to create another website.
35. **Why don't you do the installations in stages?**
As previously indicated, we will be doing the installations in stages, concentrating on, probably the most important, phase one. This phase will enhance our presence, provide us with a marketing "show house" tool and indicate our commitment to this venture. However, we need the finances to do this. Therefore, everything hinges on how fast the donations pour in.
36. **My bank does not recognise FNB Willowbridge?**
Use bank code 210655 or the generic for all FNB branches, 258805. If you still have problems, try putting "00" before the branch code, i.e. 00210655 or 00258805.





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section three: CAMERA POINTS

Our initial goal is to install 66 cameras (22 LPR & 44 Overview) with the intention of covering most, and eventually all, routes entering into Durbanville with at least one LPR camera.

Should we not meet our original budgeted financial target within 4 months, we aim to initiate pilot projects and set up cameras at those routes posing the highest risk for entrance and exits.

Whether you're a resident or a business with offices in Durbanville, we need to stand together to prevent another 28% increase in crime next year.

Below are the preliminary camera points only. They are neither finalised nor set in stone (as it were). We will still, during the following months while collecting the necessary funds, discuss and re-discuss these points in order to ensure that we have every possible entrance and escape route covered.

