LiveSafe Mobile Application
Advantages of the LiveSafe App:

• The app leverages the thousands of people that have a smartphone with them every hour of every day on our campus
  – It is similar to placing a Blue light emergency phone in the pocket of students, faculty and staff.

• Provides an instantaneous communication link to University Police, paramedics and related public safety resources

• Serves as a new communication channel for reporting incidents to the police.
  – Does NOT replace traditional 911, but, can be used to call 911.
A comprehensive Mobile Safety App… linked to a Cloud-based Dashboard

- Instant two-way communications
  - UDPD 911 monitors 24/7
- Available on both Apple and Android devices
- User may remain anonymous or provide their full contact information upon sending a tip
- User has the option of calling 911; calling UD Police or messaging police via the app
- User can also upload photos or video evidence from the scene
Dispatchers monitor the dashboard for incoming tips and information which can be displayed on a map interface.
Example of an incoming tip

- August 31, 2014 @ 757 PM.
- Tip received from an anonymous LiveSafe app user
- At the time, the Newark area was under a flash flood watch due to heavy thunderstorms in the area.
- Tip stated “Repair needed…Purnell Floor 1”
- Tip contained a video depicting the flooding that was occurring inside Purnell Hall.
- Dispatcher was able to send a message back to the tipster to complete the feedback loop.
- UDPD dispatchers directed Facilities to investigate and correct the situation
Other Features…

• “Safe Walk” – students/staff can use the app to notify a friend or parent to monitor them as they walk across campus
  – The app provides a bread crumb trail on a map as the person walks to their destination. Ex: leaving library late at night

• Safety Map – UDPD can upload crime prevention information and safety alerts to all users. Ex: To communicate information about a known crime trend on campus to help raise awareness.

• Customizable platform allowing for additional features to be added based on University needs.
Feedback since deployment:

• Very positive feedback from university-sponsored clubs, associations, SGA and university staff
  – Engaged in extensive outreach and education which continues today in concert with ongoing efforts by OCM

• Approaching 1,000 users

• Receiving tips concerning safety issues; crimes in progress and general information that people may not traditionally want to burden 911 dispatchers with (i.e. lights out)
Questions or Comments?

Follow-up Information or Request for Presentations:

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