



**La Rinconada**  
Town Hall

**Line 3: Local Government and municipal services access upgrade through ICTs**

**Sensorization Systems, Traffic Control, Access Roads, and Video Surveillance: “Pilot Project: Implementation of Traffic Monitoring Cameras in the Junction of Calle Madrid with Calle Cultura (San José de La Rinconada Area).”**

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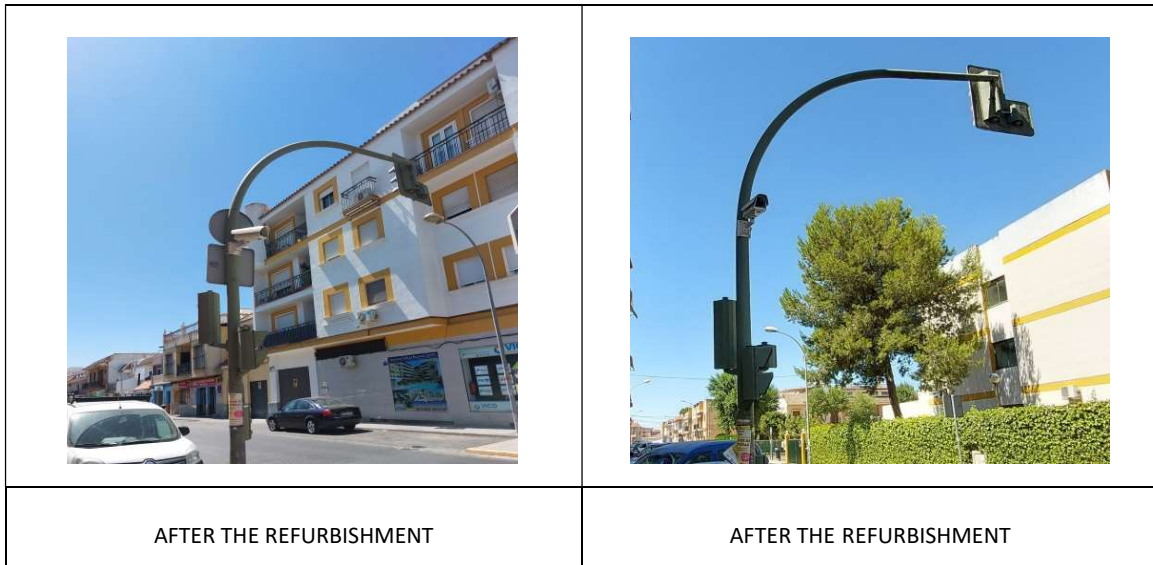
**1. INTRODUCTION– SUMMARY**

The ERDF funds are making a major contribution to the urban development of the municipality of La Rinconada (Seville). One of the most significant lines within this strategy is the contribution to the modernization of local administration and access to municipal services through ICT.

Among the different actions that are being developed, it is worth highlighting the one called *“Pilot Project: Implementation of Traffic Monitoring Cameras in the Junction of Calle Madrid with Calle Cultura (San José de La Rinconada Area).”*

This operation has consisted of the installation of the system and cameras for traffic safety control, being one of the lines of work to turn La Rinconada into a Smart City, and acting in Smart Mobility by managing traffic control through sensorization system and the implementation of technological equipment.

As this is the competence of the municipality, the local administration set itself the objective of improving the quality of life of the citizens through a better organisation of traffic and establishing a safety system that would benefit them, as traffic in the area has increased considerably.





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The total investment in this action included in the Expression of Interest has been 76,560.00 €, with 80 % co-financed by the ERDF Funds and the remaining 20 % financed with the own funds of the Municipality of La Rinconada. The impact of this action is reflected, on the one hand, in the improvement of the local electronic administration of the municipality through ICT and, on the other hand, in the increase of public safety through the reinforcement of traffic control.

## 1. CRITERIA

This action meets all the criteria to be considered a good implementation practice co-financed by ERDF.

**1.1. The action has been adequately disseminated.** *The role of the ERDF in the action has been adequately disseminated to beneficiary entities and to the general public.*

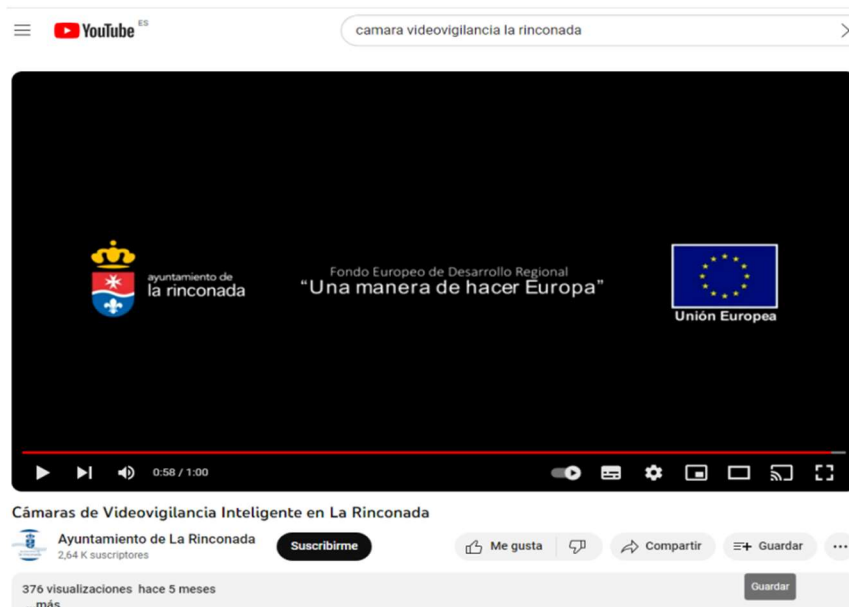
In this operation, a total of 3,730.00€ has been invested in communication and awareness-raising actions on the operation implemented, i.e., 4.87 % of the budget co-financed by ERDF-SUD Strategies.



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COMMUNICATION PLATE REF. EU.



Production and editing of a video showing the intelligent video surveillance cameras installed in La Rinconada.

Published on the Youtube platform on March 27, 2023, and disseminated on the social media of La Rinconada Town Hall.

<https://www.youtube.com/watch?v=ZDzAHvqWgyg>

It should be noted that all the communications made included the elements required by the reference regulations: the European emblem, the reference to ERDF co-financing, and the slogan "A way of making Europe." As well as appearing on the information poster for the works, these elements also appear on the reports, specifications, projects, invoices, etc.



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 Unión Europea	 Ayuntamiento de la Rinconada
EXPT. 2282/2021	
PROCEDIMIENTO ABIERTO SIMPLIFICADO	
<b>PLIEGO DE CLÁUSULAS ADMINISTRATIVAS PARTICULARES QUE HA DE REGIR LA CONTRATACIÓN DEL SUMINISTRO E INSTALACIÓN Y PUESTA EN SERVICIO DE UN SISTEMA PILOTO DE VIDEO VIGILANCIA PARA LA GESTIÓN Y CONTROL DEL TRÁFICO EN EL TÉRMINO MUNICIPAL DE LA RINCONADA, CORRESPONDIENTE AL EMPLAZAMIENTO N.º 5 DEL PROYECTO GLOBAL (cruce de la calle Cultura con la calle Madrid) Y PARTE PROPORCIONAL DE SU CENTRALIZACIÓN EN LA JEFATURA DE LA POLICÍA LOCAL</b>	
<p>Este proyecto se encuentra recogido dentro del OT 2, Línea 3 (Modernización de la Administración Local a través de las TIC de la Estrategia de Desarrollo Urbano sostenible integrado (EDUSI) "Ciudad única, La Rinconada 2020", está cofinanciando por la Unión Europea, a través de Fondo Europeo de Desarrollo Regional (FEDER) dentro del Programa Operativo plurirregional de España FEDER 2014-2020 (POPE) siendo una de las líneas de trabajo para convertir a La Rinconada en una Smart City.</p>	
SHEET REFERENCE	

HASH DEL CERTIFICADO:  
AM0301018000249024901008854510CA11  
FECHA DE FIRMA:  
10/05/2021  
@AUJO:  
media.rinconada.es/IGD/Cameras/Cadastru - Código Seguro de Verificación: 413308DC2172E801D0F2F84A7

**1.2. The action incorporates innovative elements.** *he innovative nature of the action is linked to the methodologies, technologies, or processes, the services provided, and the different tools used. It is also considered innovative with regard to the territory or area of implementation.*

With the aim of turning La Rinconada into a Smart City by implementing measures to become a Smart Mobility City, it should be noted that the whole operation itself is innovative for our town, as this pilot project shows that the objective of our municipality is the real and effective modernization of the administration through ICT.

For this purpose, the entire camera installation has:

1. An image quality ratio greater than 125 px/m in the worst-case catchment area;
2. Video Analysis.
3. Appearance-based search technology.
4. Ultra-HD resolution.
5. HDSM Smart Codec (High-Definition Stream Management) technology for efficient bandwidth and storage management.
6. Light Catcher technology, which offers excellent image quality in low light (with a minimum illumination of 0,005 lux).
7. Wide Dynamic Range (WDR) Technology.
8. 264 and Motion JPEG understanding.
9. Motion detection with a scalable threshold and sensitivity.
10. Electronic shutter control: automatic and manual.
11. Aperture control: automatic and manual.
12. Focus Control: automatic and manual.
13. White balance: automatic and manual.



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They must be fully compatible with the video management servers and their corresponding integration software, installed in the video recording centre located in the public building closest to each site, and with the main management and control centre installed in the Communications Room of the Local Police Headquarters.

All permanent cameras shall be housed in an outdoor sun- and weather-protection enclosure. Static cameras and panoramic multi-sensor cameras shall include compatible brackets and arms, with an emphasis on maintaining good aesthetics in the location environment.

**1.3. Adequacy of the results obtained to the established objectives.** *The main objectives are highlighted, showing the added value of having received European Funds.*

Thanks to ERDF co-financing, the results that had been established from the outset have been achieved.

The main objective of this operation was to promote mobility in the municipality so that it doesn't become a hindrance to daily life in the municipality or to its development. With the intention of facilitating the mobility of users under a common premise: "saving economic, environmental, and time costs". To this end, the sensorization system and traffic and access control actions have been carried out.

In this regard, as mentioned before, the main objective was the improvement of the local e-governance of the municipality through ICTs.

This objective has been complemented by the following one, which derives from the implementation of the action described above:

- ❖ Improve management and coordination processes and tools in municipal structures to increase the overall operational capacity of municipal on-line services when providing and attending to citizens.

This action has contributed to the progress of La Rinconada towards a "Smart City", improving municipal management, access, and use of municipal services by and for citizens.

Access to municipal public services has been facilitated through ICTs, as has the generation of rational systems of municipal management and human resources by the Town Hall that serve to optimise the provision of municipal services.

**1.4. Contribution to the resolution of a problem or weakness detected in the territorial area of implementation.** *A description is given of the problem that the project presented responds to and how its implementation favours the development of the territory.*

La Rinconada is divided into two main areas: La Rinconada and San José de La Rinconada. Currently, there are only 35 local police officers to cover them, which is not enough to cover the traffic, as it has increased exponentially in recent years due to the increase in population in



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the municipality and the opening of new roads. In addition, it is expected that the increase in traffic will be even greater once the viaduct of the Sierra Norte mountain range Carriageway over the Pago de Enmedio viaduct is opened to traffic.

Clearly, with this small number of officers, it is not possible to control all of this traffic demand and the rest of the citizen demand.

Therefore, as it is not possible to increase the number of staff, it was concluded that it would be necessary, and of great support, to reinforce traffic control with cameras and appropriate technological equipment, thus optimising human resources with the help of new technologies. In this way, a quicker and more effective response can be given to the public.

Specifically, it was decided to install the cameras at this first point because it is located at a key intersection in the centre of San José, where two primary schools and three secondary schools are located. This not only reinforces traffic control but also improves the safety of the children who attend these schools every day.



**1.5. High degree of coverage of the population.** *Mention is made of the outreach, not only to beneficiaries but also to the general population.*

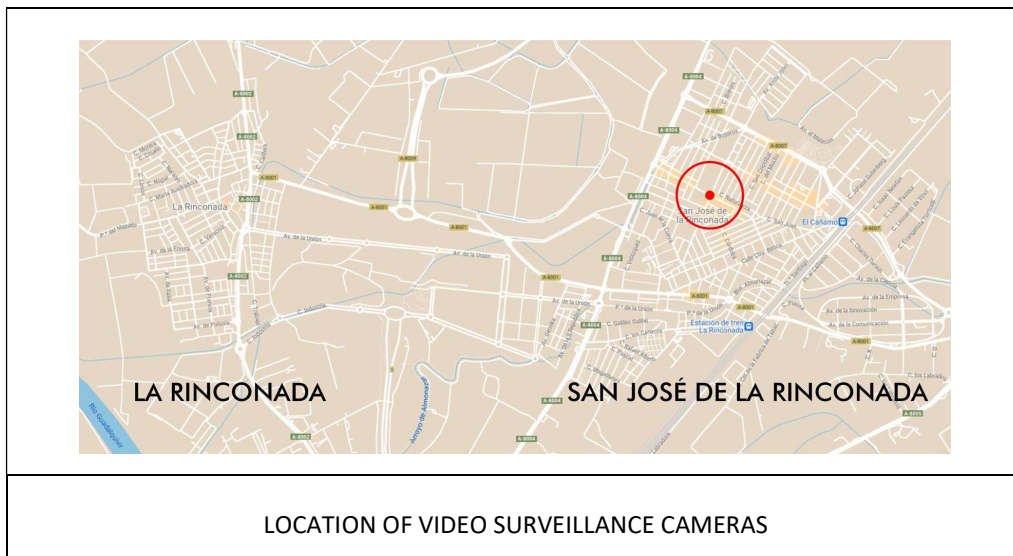
The execution of this operation has a direct impact on the population of San José de La Rinconada, responding to the needs of 27 007 people living in this town.



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We must highlight the importance of choosing this point for the pilot project since, as we have already mentioned, there is a high level of traffic through it due to the location of the five educational centres and also because it is a strategic point in the territory since Calle Madrid has been the main street in the centre of San José de La Rinconada area for many years. This is where most of the main shops in San José de La Rinconada are located, as well as the junction with Calle Cultura, which leads to one of the busiest parks in the town and connects with Calle Córdoba, which is also one of the main streets where the town's commercial activity is located.

For these same reasons, many people from another nucleus, such as La Rinconada, and from other nearby towns come to San José to visit our commercial network, which is quite extensive and of high quality, so this action also benefits them without a doubt, reinforcing their security every day.



**1.6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability. Indicate how these criteria have been applied in the corresponding action.**

As with any SUD action, the horizontal principles of the POPE have been taken into account for the implementation of this operation.

One of the fundamental pillars in the selection and execution of the operation for the installation of cameras for traffic control has been equal opportunities. This principle has been taken into account from the very selection of the operation, since La Rinconada Town Hall has an Equality and Social Welfare Department, which has actively participated in supervising the documentation generated in all its phases, ensuring that non-sexist language and images were included, both in the files and in the dissemination, actions carried out.

Due to the fact that this sector of activity is a sector with an underrepresentation of women, in the project, the adjudicating entity established that women should be hired to increase their presence in the company or entity by 3 % in relation to the rate of employment of women in



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the sector of reference, taking as a reference the statistical data of the Labour Force Survey corresponding to the month of December of the year immediately prior to the approval of the particular administrative clauses.

Furthermore, under no circumstances should the recruitment of women directly or indirectly involve the dismissal of the company's own staff or a reduction in the working hours or remuneration of its employees.

**1.7. Synergies with other policies or public intervention instruments.** *This takes into account that the intervention has reinforced the actions of other policies and has contributed to reinforcing positive aspects of the same.*

This action is mainly based on Strategic Objective N.º 9 of the Urban Agenda of La Rinconada, which is "Leading and Promoting Digital Innovation. In this one, some of the main objectives that are presented are the following:

- Advance the Smart City measures carried out with the SUD and improve citizen access to local electronic public services.
- Focus on the Smart Mobility Axis to improve mobility, transport, and accessibility in the city.
- As well as making the most of the SUD to impact the axis of La Rinconada Smart City, improving municipal management, access, and use of municipal services by citizens through the incorporation of new information technologies and communities.

It also presents synergy with Strategic Objective N.º 7 "Promote and favour the urban economy", as this includes key priorities for this operation, which are:

- Improve comprehensive security in the municipality. La Rinconada, as a safe municipality, has the value to attract investment, anchor its inhabitants, and attract new ones.

Therefore, we can draw the conclusion that the implementation of the cameras meets the security objective set out in La Rinconada's Citizen Security Policy, which is: "To provide the security forces with more and better technical means to further the permanent improvement of Citizen Security".

As a result, La Rinconada is moving towards a Smart Mobility city that allows us to advance in safety, manages traffic control through technology, improves air quality, and facilitates sustainable mobility, and we have been working along these lines for years. These municipal actions always follow the lines of the Urban Agendas of Spain and Europe, in line with the Sustainable Development Goals of the United Nations.