ABC’S OF SAFETY, COMMUNICATIONS & LARGE EVENTS
SWITCH-ON CEREMONY

85K Attendees

Family Event

Comprehensive Incident Action Plan

200 Public Safety Personnel
BEST PUBLIC LIGHTS IN THE U.S.

USA TODAY 10BEST READERS' CHOICE 2018

RiversideCA.gov
BY THE NUMBERS

750,000 Attendees

10,222 FOL Metrolink Riders

276,342 Video Views

4,450,360 Impressions

371,467 Webpage Views

Web traffic Nov 1 through January 7

41.38%
BY THE NUMBERS

Revenues to City

- Attractions: $124,305
- Vendors/Artisans: $247,298
- Horse Carriages: $18,000
- Parking: $409,187

Total Revenue: $832,791
BY THE NUMBERS

City Budget/Expenses

<table>
<thead>
<tr>
<th>Year</th>
<th>Budget/Expense</th>
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<tbody>
<tr>
<td>2007</td>
<td>$445K</td>
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<tr>
<td>2008-2014</td>
<td>$389K</td>
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<tr>
<td>2015-2017</td>
<td>$425K</td>
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<tr>
<td>2018</td>
<td>$550K</td>
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5000+ Hours
THE SAFETY TEAM
THE COMMUNITY TEAM
EVENT REVIEW, PLANNING AND EXECUTION

- Attendees
- Safety
- Event
PUBLIC SAFETY AND EVENTS

1. Long Term Planning
2. Policy and Direction
3. Fiscal Accountability
4. Problem Solving
RETURN ON INVESTMENT WITH PUBLIC SAFETY

1. Safety for the Community

2. Reduced Impact of Hazards

3. Dedicated Resources

4. Better Use of Resources
UNIFIED COMMAND CENTER

- Police and Fire Admin
- Emergency Managers
- Dispatch
- Intelligence Detective
- FBI
- Security Companies
- AMR
- Event Organizer
PUBLIC SAFETY AND EVENTS

• Who needs to support?
  – Elected Officials
  – City/County/Board Management
  – Department Stakeholders

• Why should they support?
  – Higher level of accountability
  – Responsible
  – Makes event better
• Year-round process
• Meet Regularly
• Bring in subject experts
• Assess changes and the impact on venue, event and safety
• Core safety planning group including organizer
PLANNING

• Assess all equipment needs and resources
• Speak with every agency and division for required needs
• Invest in Infrastructure
  – IT
  – Barricades
  – Cameras
RELATIONSHIPS

• Build and strengthen constantly
• Borrow resources, staff or equipment from other agencies
• Cultivate new ones
COMMUNICATION

- Leadership Team
  - Arts & Cultural Affairs
  - Emergency Operations
  - Fire Department
  - Police Department
  - Public Works - Traffic Engineering
COMMUNICATION

- **Pre – Event**
  - Legislative Body
  - Key Departments and Stakeholders
  - Tabletop Exercises
  - Information & Training for volunteers & vendors
  - Integration Plan for Dispatch
COMMUNICATION

• At Event
  – Off-site centralized Command Center
  – Use resources for important messaging (electronic signs)
  – Access to Cameras
  – On the ground resources
    • Inside the event
    • Outside the event
  – Interactions with Public
COMMUNICATION

- Post - Event
  - Legislative Body
  - Safety Team De-brief
  - Assessment of Event and planning for future
  - Recognition of work & individuals
  - Invite others who should be added to the team
LESSONS LEARNED

1. Proactive approach vs. reactive approach

2. Include vested parties in all aspects of decision making, they may have creative solutions

3. Always consider access to the public when making decisions on the layout of your event
LESSONS LEARNED (CONT.)

4. Let the subject matter experts lead the way

5. Share public safety messages with the public

6. Alerting mechanism in place the day of the event
LESSONS LEARNED (CONT.)

7. Plan for the worse case scenario

8. After Action meeting to document areas of improvement

9. It's all about the people.
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