



City of Santa Clara

Leveraging ArcGIS to Secure Large Events

Esri National Security Summit

San Diego, July 18th, 2015



**City of
Santa Clara**
The Center of What's Possible

About Santa Clara



GEOGRAPHY

Persons per Square Miles

Santa Clara: 6,372.4
County: 1,381.0



Land in Square Miles

Santa Clara: 18.41
County: 1,290.1

POPULATION

Santa Clara

County



118,830

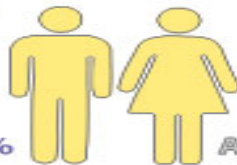
1,868,558

AGE

Santa Clara

Median Age
34.1 years

Age 18 - 64: 69%



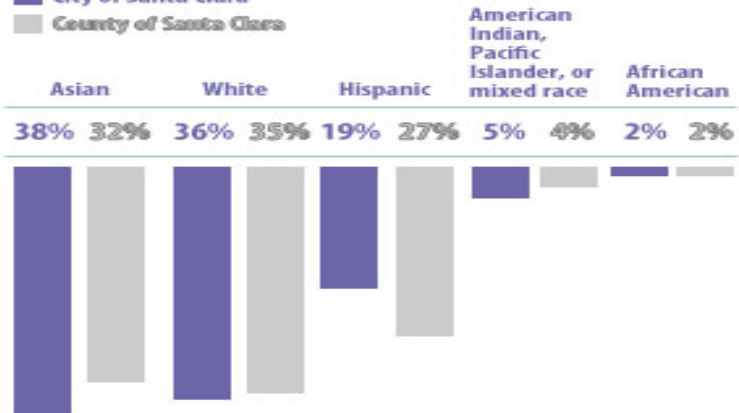
County

Median Age
36.2 years

Age 18 - 64: 65%

DIVERSITY

■ City of Santa Clara
■ County of Santa Clara



What would you do...



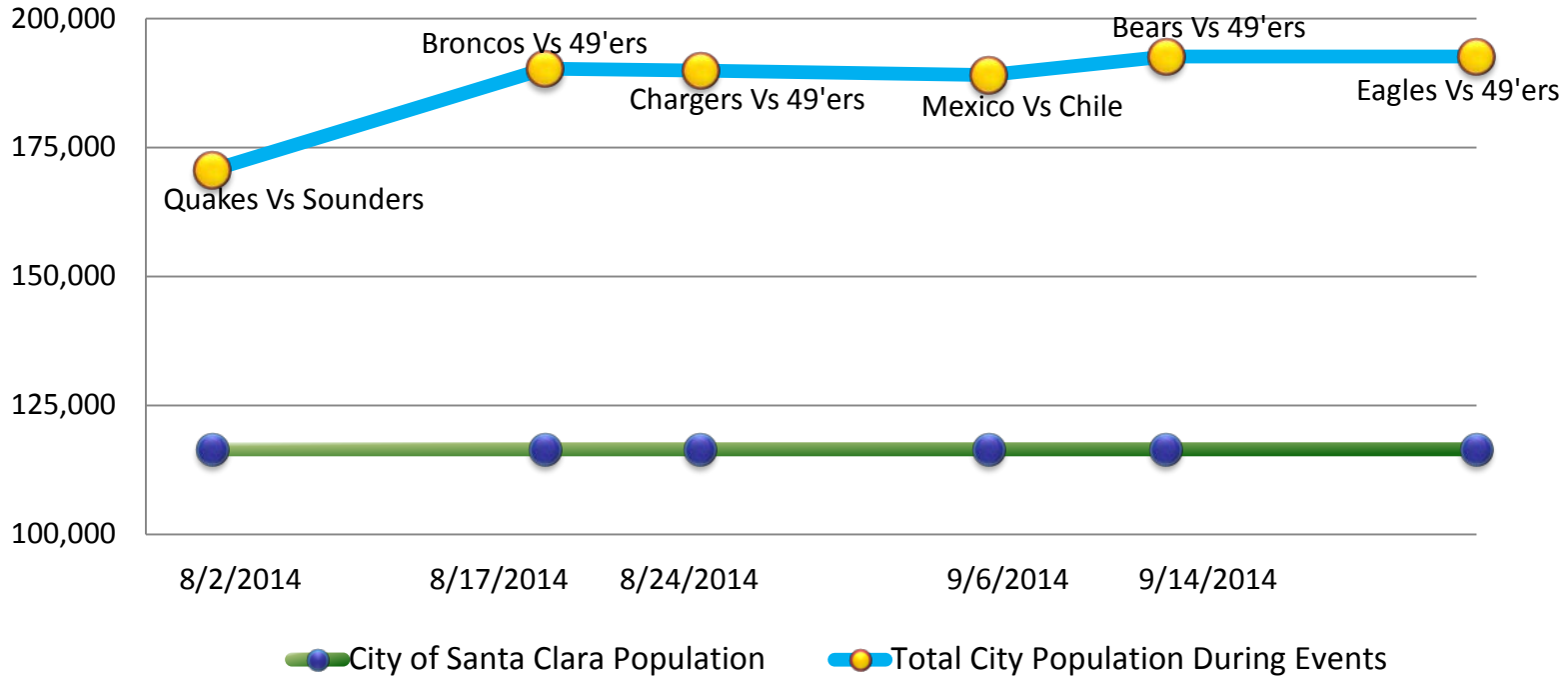
- If your jurisdiction's population would almost double every other weekend and your agency would be tasked with ensuring both law enforcement and a positive fan experience?
 - Hire more people
 - Buy more equipment
 - Get real-time contextual incident information



Levi's Stadium – 72k Seats



Game Day Population



Event Source Data: NFL.COM sjeearthquakes.com espn.co.uk





Key Facilities

- Command Post
- Situation Room – unique in the country!
- Briefing Room
- Temporary Holding Facility
- Fire Control Room
- Traffic Management Post
- Public Traffic Cameras Story Map
- Medical Stations



Common Operational Picture



- **Challenge**: Ensure safety and excellent game day experience for guests and residents, while:
 - Population is almost doubling (paying guests who expect to be entertained!)
 - Keeping track of hundreds of private, local, regional, and federal security staff
 - Working with very short operational timeframes (less than 30 seconds)
- **Solution**: Narrow 20 square miles down to the dot, in real-time, correlating data from multiple relevant live sources:
 - Incident and suspicious activity reporting
 - Streets and public transportation loads
 - In-stadium and overhead (aerial) video feeds

Situation Room



Federal Partners



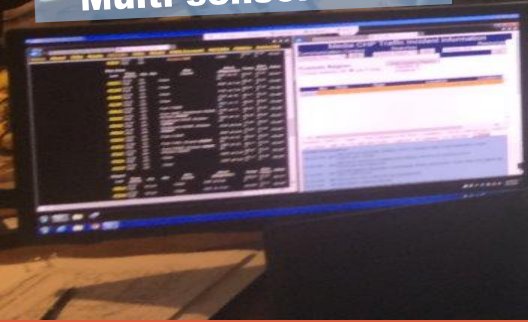
Intel SGT

SCPD COP

Multi sensor feed

Regional CAD

Venue video control



Multiple Video Feeds



In-stadium video feeds

Aerial
Camera

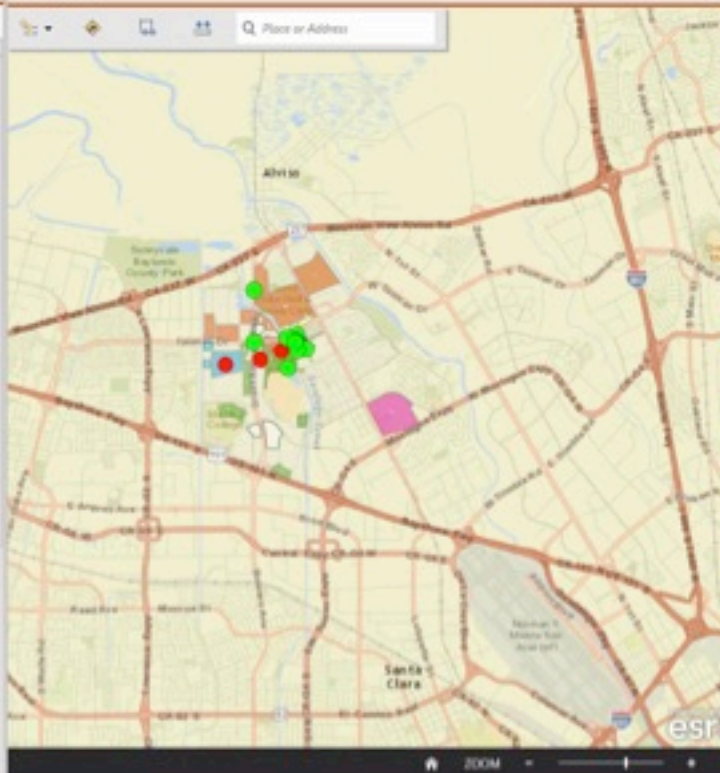
COP
Control



Incidents

- Q Search
- Intoxicated Guest**
 Incident: #544
 Location: Section 242
 Reported at: 15:26:00 2014-08-24
 - Unruly Guest**
 Incident: #838
 Location: United MileagePlus Club (Champions Club)
 Section: Other
 Reported at: 15:24:59 2014-08-24
 - Traffic Control Detail**
 Incident: #830
 Location: Parking Lots
 Section: Green Lot 1 (Great America Main)
 Reported at: 15:22:54 2014-08-24
 - Traffic Control Detail**
 Incident: #821
 Location: Parking Lots
 Section: Blue Lot 1 (Hahoe)
 Reported at: 15:21:34 2014-08-24
 - Fight**
 Incident: #807
 Location: Bulllight Patio (South Deck)
 Section: Other
 Reported at: 15:19:09 2014-08-24
 - Fight**
 Incident: #799
 Location: Teaman Dr/Great America Play
 Section: Other
 Reported at: 15:17:26 2014-08-24
 - Intoxicated Guest**
 Incident: #797
 Location: Gate A Bridge (NRG Energy Bridge)
 Section: Other
 Reported at: 15:17:07 2014-08-24
 - Intoxicated Guest**
 Incident: #794
 Location: Section 244
 Reported at: 15:16:02 2014-08-24
 - Vehicle Violations**
 Incident: #785
 Location: Parking Lots
 Section: Red Lot VP (Great

Street View



Aerial Overview



Field Reports

- Q Search
- Illegal Merchandise**
 Possibly NOT 3PL, but truck was selling, ask if you wanted to know for vendor permit sake. Just for your intel.
 - Illegal Merchandise**
 About 5 items see ID
 - Unattended Package**
 Package observed approximately 50 feet away from VTA light rail next to a power box. Had security check with employees and it was one of the lunch containers. Had them move it to avoid any further issues.
 - Unattended Package**
 Black small bag located approximately 30 feet off of platform next to a power box. Checked with security and it was one of their lunch boxes. Asked them to move it to avoid any further confusion.

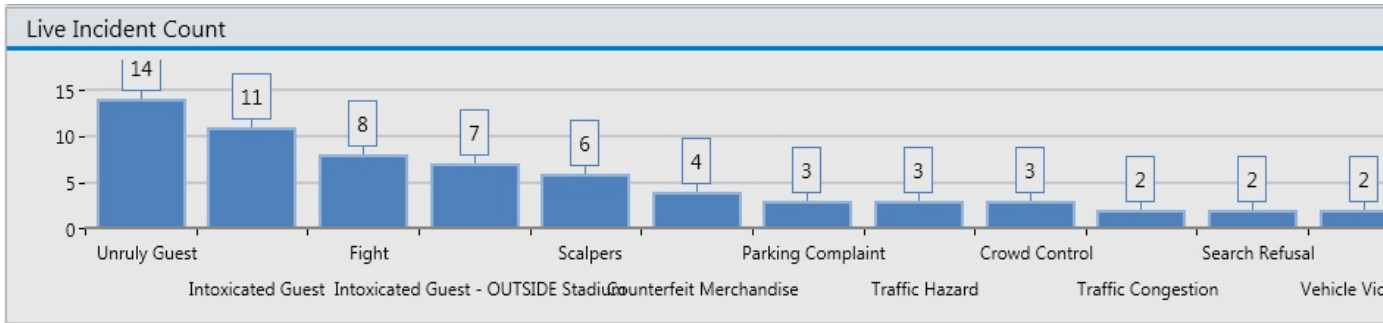
Live Incident Count





Esri Operations Dashboard

- Multiple sensor fusion
- Real-time incident statistics
- Color coded incident status
- Detailed incident description
- Customizable graphical visualizations



Search Refusal
Incident: #69
Location: Gate C Bridge (NRG Energy Bridge)
Section: Other
● Reported at: 16:44:18 2014-09-06
needs bomb k9 for sniff around bridge c - none of the event types really matched package at the end of the C gate bridge. requested K-9 search. Package was cleared.

Traffic Congestion
Incident: #58
Location: Parking Lots
Section: Yellow Lot 3 (Stars and Stripe East)
● Reported at: 16:26:48 2014-09-06
staff is requesting PD assistance to help with pedestrian control. Pedestrians are crossing in front of cars and will not listen to landmark staff when asked to stop for traffic.

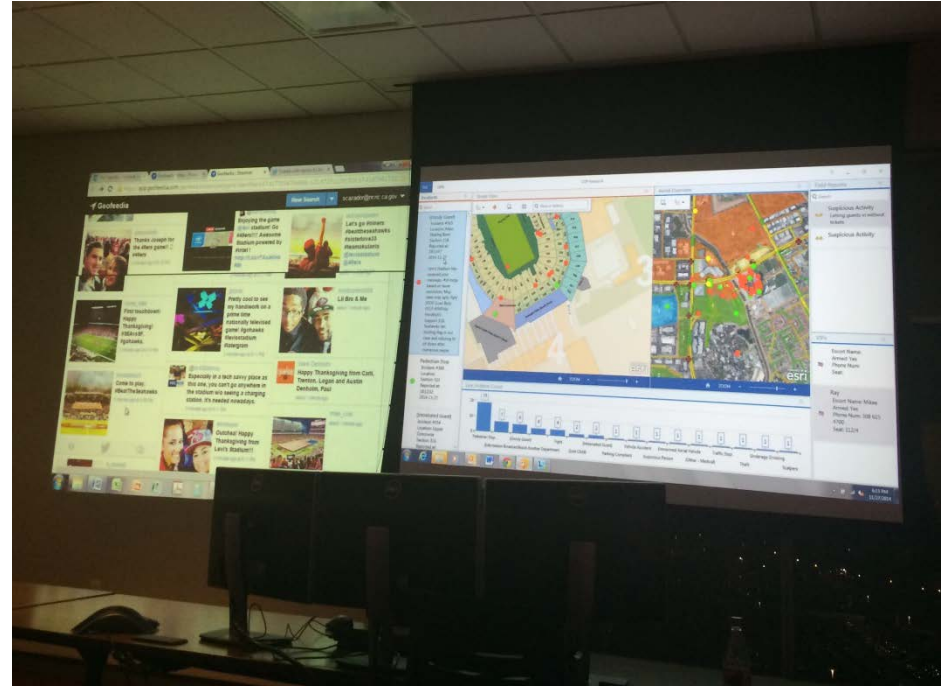
Traffic Hazard
Incident: #57
Location: Stars & Stripes/Centennial Blvd
Section: Other
⊗ Reported at: 16:24:13 2014-09-06
subject is trying to flag people into the david's restaurant lot and he is being a traffic hazard/problem



COP Roadmap



- 3D venue model
- Real-time operational staff tracking
- Discreet two-way messaging
- More sensor networks
- Multiagency integration and management
- Real-time cyber awareness



Super Bowl 50



- Levi's Stadium, Sunday, February 7, 2016
- Only 15 communities have ever hosted
- More than 150,000 expected visitors in Santa Clara alone
- 5,000+ domestic and international media
- Economic and public safety impact
- Unprecedented symbolic value
 - Semicentennial Super Bowl
 - Taking place into an All-America City
 - Near Great America Parkway



SAN FRANCISCO BAY AREA
02.07.2016



Key Success Ingredient



Very open and collaborative relationship!

- COP tailored to seasoned professionals who know what they need
- GIS staff in the Situation Room > instant feedback & tweaking
- Post-event playback and historic analytics (shared with partners)



Questions?



Thank you very much!

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