ABC’S OF SAFETY, COMMUNICATIONS & LARGE EVENTS
CITY OF RIVERSIDE

12th largest city in California

31.3 median age

81.5 square miles

Fastest growing region in California

2.7 Million 20-mile radius population

330,063 Riverside population (2018)

58th largest city in the US
THE INSPIRATION
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

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BY THE NUMBERS

750,000 Attendees

10,222 FOL Metrolink Riders

276,342 Video Views

4,450,360 Impressions

371,467 Webpage Views

41.38% Web traffic Nov 1 through January 7
BY THE NUMBERS

Revenues to City

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractions</td>
<td>$124,305</td>
</tr>
<tr>
<td>Vendors/Artisans</td>
<td>$247,298</td>
</tr>
<tr>
<td>Horse Carriages</td>
<td>$18,000</td>
</tr>
<tr>
<td>Parking</td>
<td>$409,187</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$832,791</strong></td>
</tr>
</tbody>
</table>
BY THE NUMBERS

City Budget/Expenses

- $389K (2008-2014)
- $550K (2018)

5000+ Hours
THE SAFETY TEAM

CITY OF RIVERSIDE
EST. 1887
Service Honor Courage

POLICE
RIVERSIDE
Integrity Service Excellence

FIRE
RIVERSIDE

OEM
SEMPER PARATUS

CSC
CONTEMPORARY SEWING CORPORATION

AMR

RCTC

METROLINK

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EVENT REVIEW, PLANNING AND EXECUTION

Event

Safety

Attendees
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
PLANNING

- 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

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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
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
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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