

PRESENTER: Pasadena Police Department (5680)

COURSE TITLE: Special Event Planning

COURSE CONTROL NUMBER: 33030

## **Special Event Planning**

Expanded Course Outline

### **Statement of Purpose**

Many departments are seeing an increased number of special events taking place in their jurisdictions. Each year new event venues are being constructed and new events are being added to city calendars. Special events are a key contributor to a local jurisdiction's economy. Not only does an event itself generate revenue, there are many spillover effects including, hotel taxes, sales tax boosts, and other various revenue streams.

A critical importance to any special event is the need for it to be held safely. Safety is a key factor in an individual's decision on whether or not to attend an event. Over the years special events have experienced new threats that must be taken into account. One of the key areas in ensuring safety comes from the planning phases. Detailed planning can help limit some of these safety and liabilities issues.

In addition to increased risks, many departments face staffing shortages. Developing an equitable staffing system has become a concern for many agencies as more departments are resorting to force hire employees. This has created the need to develop a staffing process along with being creative in the use of resources, personnel, and technology.

Part of event planning is understanding economic factors, safety concerns, staffing issues, and utilizing new technologies to make the planning process more efficient.

### **Student Learning Objectives**

Student will be provided with detailed information in the various disciplines that are involved in planning an event. Students will receive classroom instruction, learning materials, and hands on exercises to teach skills necessary to develop and write plans for various sized special events.

### **Learning Activities & Assessment of Learning**

This class will examine the many factors involved in planning special events. Students will receive instruction on the processes involved in planning events from start to finish. Students will be able to apply these skills learned to events ranging from small to large in scale by planning for a simulated event. Students will also present their plan to the class and discuss what lessons they learned in planning the event.

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## DAY ONE

- I. Registration / Welcome (0730-0815 45 mins)
- II. Course Overview (0815-0915 1 hour)
  - a. Student Introductions
    - i. What agency do you work for?
    - ii. What events does your agency host?
    - iii. What type of event venues are located in your jurisdiction?
    - iv. What do you want to learn from the class?
- III. Economic and Risk Management Factors for Special Events (0915-1015 1 hours)
  - a. Economic Factors
    - i. How do they contribute to the city's revenue (direct versus indirect)
    - ii. How they enhance the city's profile
    - iii. Which events are a good reflection for the city
  - b. Risk Management Factors
    - i. Can the event be held safely
    - ii. Is there an appropriate venue that can accommodate the promoter's estimated crowd
    - iii. What city resources are going to be needed for the event
    - iv. Impact on residents (support and displacement)
    - v. Has the event been held in other jurisdictions
- IV. Special Event Planning / Crowd Control (1015-1215 2 hours)
  - a. Who, What, When, Where and Why
    - i. Information Gathering- "Just the facts"
  - b. Staffing requirements
    - i. Staffing for Public Safety vs Customer convenience
    - ii. Should you be concerned about budget?
  - c. Logistical needs
    - i. What you need in addition to Police Officers
    - ii. Communications
  - d. Deployment Strategies
    - i. How much is enough?
    - ii. Does everything really require a cop?
    - iii. Expanding an officer's responsibilities
    - iv. Prisoner transportation
  - e. Producing a written plan
    - i. Who are you writing for?
    - ii. What details to include
    - iii. Can your plan survive legal scrutiny?
    - iv. After action reports, an absolute necessity
    - v.

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- V. Counterterrorism (1300-1500 2 hour)
  - a. Event Security:
    - i. Event planning means you plan to guard against an attack of some sort.
    - ii. Types of events can vary from city to city.
    - iii. What are potential targets? Could the target be off-site?
    - iv. Know your venue/area and begin security/intel well in advance
  - b. Pasadena PD Counter Terrorism Unit responsibilities:
    - i. Overview
    - ii. Large events/small events
    - iii. Resources/Layers of Security
    - iv. Cost
    - v. Mitigating threats
  - c. Rose Parade/Rose Bowl Game:
    - i. Threat Assessment Response Team (TART)
    - ii. Pre-week
    - iii. Parade/Game Day
    - iv. Post Parade
  - d. Joint Regional Intelligence Center (JRIC)
    - i. What is the JRIC
    - ii. How the JRIC can support your events
    - iii. Resources at the JRIC
    - iv. Importance of intelligence sharing
- VI. Event Day Safety (1500-1600 1 hour)
  - a. State Codes and Laws
    - i. States codes and laws that allow for enforcing matters of safety
    - ii. Common hazards at events
      - 1. Overcrowding
      - 2. Hazards
      - 3. Necessary permits
    - iii. Weather
      - 1. Heat/Cold
      - 2. Lightning/Rain/Wind
- VII. Transportation (1600-1700 1 hour)
  - a. Traffic Control Plans
    - i. Ensuring the plan will work
    - ii. Plans are easy to read for personnel
  - b. Traffic Control Devices
    - i. Regulations for devices
    - ii. Use of signage
    - iii. Advanced notice boards
    - iv. Use of traffic management center
  - c. Traffic control plans for Rose Parade and Rose Bowl Game
    - i. City of Pasadena's traffic control plan for a city wide event

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## **DAY TWO**

### I. Traffic Control (0800-0900 1 hour)

- a. Ingress / Egress
  - i. Safety is priority one
  - ii. Impact on Business/Residential community
- b. Parking Requirements
  - i. Working with private contractors
  - ii. Is slow traffic necessarily your problem?
  - iii. Proper use of Parking Credentials
- c. Use of Air Support
  - i. Traffic flow overview- large event
  - i. Police Motors as problem solvers
  - ii. The impact of weather on traffic
  - iii. Use of photos
  - iv. After Action reports

### II. Personnel Staffing (0900-1000 1 hour)

- a. Issues affecting staffing for events
  - i. Many agencies are short staffed
  - ii. Increased events in multiple agencies
- b. Force staffing effects on personnel
  - i. More events lead to forced staffing
  - ii. Less personnel willing to voluntarily work leads to forced hiring
  - iii. Personnel want an equitable system for forced hiring
- c. Developing a fair system for both voluntary and forced staffing for events
  - i. MOU language that allows for forced hiring and protections for employees
  - ii. Policies, procedures, and guidelines that specify certain events or dates that do allow of time off.
  - iii. Technologies available to assist with staffing events

### III. Tactical planning (1000-1130)

- a. Group Exercise
  - i. Instructors serve as an event promoter and groups are to ask the relevant questions in order to formulate an event plan.
  - ii. Plot personnel on maps
  - iii. Use of the ICS system in planning

### IV. Group Exercise Discussion (1230-1330)

- a. Each group to discuss the type of event they had to plan
- b. Issues they encountered from the promoter
- c. Presentation of final plan
- d. Lessons learned from the planning exercise.

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- V. Promoter Issues (1330-1500)
  - a. What is important to the Promoter?
    - i. Cost vs Customer service
    - ii. Why do we need so many cops?
    - iii. Why security is not the promoters' biggest concern
    - iv. Your role as a security consultant
  - b. The importance of safety for returning patrons
  - c. Police are part of the customer service experience
  
- VI. Stadium Tour (1500-1700)
  - a. Infrastructure safety issues to consider for the venue
  - b. Emergency evacuation plans of the stadium
  - c. Public Safety Headquarters tour
  - d. History of the stadium

### **DAY 3**

- I. Practical Participation (UCLA Football Game)
  - a. Traffic briefing/crowd control briefing
    - i. Comparing students staffing to the actual event
  - b. Command Post
    - i. Overview of technologies in command post
  - c. Observation of Police/Security activity during the game
  - d. Game activity debriefing
  
- II. Key Issues/Seminar Wrap-up
  - a. Evaluations

*Note: Day 3 consists of 8 hours of instruction, however, the times vary because the kickoff time for the UCLA game is typically not announced until two weeks prior to the course.*