



World's Largest Rodeo Kept Visitors Safe By Adding Portable Security Technology

CHEYENNE FRONTIER DAYS TAKES PREVENTION TO HEART

When the largest outdoor rodeo in the world comes to the capital of Wyoming, excitement sizzles and anticipation builds minute by minute. And so does the security challenge to the local Cheyenne Police Department, charged with the safety of its diverse visitors. Some 30,000 guests from around the globe arrive daily to attend Cheyenne Frontier Days—an influx that adds up to 5X the city's population over the course of the festival. The popular 10-day fair hosts concerts, nighttime events, and parades in addition to the international Championship Bull Riding Competition. Carnival rides attract families with children, the food court supplies refreshments, and the temporary saloon adds an element of high-jinx mischief by rowdy partiers. This liveliness, unfortunately, can be marred by theft, assault, and public intoxication.

Eight short seconds. It can feel like a life-time when you're trying to hold on to a bucking bull. Time slows as you use every ounce of strength and tenacity to keep from being thrown. For a police officer faced with a mass shooter, it *is* a life-time, waiting for critical information to protect the public. Seasoned officers know that each second is precious; the fewer you spend, the less the loss of life.

Industry:
Law Enforcement

Location:
Cheyenne, Wyoming

Application:
Real-time gunshot
detection/location

Solution:
OnSound™ Acoustic
Gunshot Detection

Eight seconds. It's long enough to create a nightmare by riddling an unsuspecting crowd with bullets, exactly what happened at the 2017 Las Vegas Country Music Festival when a lone gunman took the lives of 58 concert-goers.

Challenge: A Heartfelt Commitment to Prevention

Lieutenant Terry Bell, charged with security for Cheyenne Frontier Days, takes his duty to protect his community very seriously, and even the remote chance that a similar outcome to the Vegas tragedy could happen here still weighs heavily on him.

This event is typically not an outlier in terms of crime (it has the usual crime incidence rate associated with a city), but Lt. Bell was not taking any chances.

His training and experience provided him with the advance knowledge that, despite all the necessary preparation "a bad actor could get in", due to this potential threat to the public. "The need to respond quickly is there."

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Lt. Bell was unwavering in his resolve to prevent such a tragedy on his watch. Preparing for the two-week influx of vendors, qualifiers, and attendees to the festival in Cheyenne (population: 63,000) meant anticipating the absolute worst-case scenario of multiple gunshots fired. Based on his 25 years of experience dealing with lawbreakers, he recognized it was imperative to protect the high-traffic entrance funneling into the main Midway area with the most accurate, actionable solution.

With the traditional video surveillance he'd relied on the previous year, he'd had to take a security staffer off patrol to stare at a screen at the command post. It came with its own set of vulnerabilities – a blink of an eye, a bathroom break, a change of shifts – could be the exact moment that a dangerous person slipped through even the best security checkpoint he could design for that 10-day-period.

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Adding 30 Wyoming-based patrol officers to man the event wasn't enough for Lt. Bell, even though he knew without a doubt that he could count on his fellow officers to jump into whatever danger appeared. Standard procedure calls for them to push their way against a fleeing crowd in the general direction of the menace in those chaotic first seconds, hoping to catch sight of a gunman and bring him or her down. Lt. Bell's only choice seemed to be relying on even more security forces scattered throughout the venue, coupled with whatever video surveillance might be actionable. Costly, and still not enough.

For months in advance, he familiarized himself with every option available to outwit a shooter. Rather than simply relying on fixed surveillance cameras mounted on a stationary trailer positioned in the Midway, in light of his heightened awareness of what might happen, he decided he needed all the flexibility and mobility of manned security, without the higher danger to his security force.

"We needed technology to give us an edge," he acknowledged. Split-second alerts and pinpoint accuracy were his best bet to stop yet another massacre of innocent men, women, and children. He needed a system that mimicked the eyes and ears of his human security force, wherever and whenever he deemed critical, depending on the situation on the ground.

Unfortunately, the temporary set-up of this massive outdoor event meant he couldn't rely on fixed network infrastructure to provide needed power for additional surveillance 24/7 as a way of extending the reach of his human security patrols. He considered traditional solar panels but knew these could be shot up and destroyed, taking out any sensors attached to them.

Precautionary measures could only go so far, especially working within the confines of a limited city budget supporting this once-a-year festival.

- Whatever was installed with legacy security technology solutions would need to be taken down at the end of the event, an expensive, labor-intensive process.
- He could not count on bringing electricity to the event's remote outskirts in the time remaining, nor erect hardened shacks to house a remote data-collection and video storage system for later upload.

Solution: Short-Term Need, Long-Lasting Results

On the hunt for answers, he consulted his trusted systems integrator, [IVC](http://www.ivcco.com/) (<http://www.ivcco.com/>) and learned about V5 Systems' innovative security options to extend his force-

He was intrigued when he heard that V5 Systems provides security solutions that can be deployed without the need for fixed power. One of the solutions, the OnSound Acoustic Gunshot Detection (GSL) system could listen for gunfire and then pinpoint the direction of the shooter's location. Lt. Bell was determined to add this solution to round out his mix of IP-based video surveillance cameras.



With V5 Systems' core technology being self-powered, his choice of location wasn't dictated by existing electrical hook-ups. *V5 Solar Panels* are hail/bullet-resistant so the unit itself couldn't be taken out by an expert marksman. It could be deployed in under 30 minutes per unit, then re-deployed wherever he needed it, both during and after the event. And the technology came with pricing options ranging from short-term rental and subscription models to purchase and leasing, making it attractive to a PD on a budget.

Determining the exact place to triangulate coverage over the most vulnerable, always-packed Midway zone, Lt. Bell effortlessly mounted the OnSound GSLs onto the arena's light poles and onto the central, stationary trailer, extending his ability to have ears everywhere.

"They were easy to install, easy to use, and worked from the moment we turned them on," he enthused.

Lt. Bell was trained within 30 minutes and was able to transfer that knowledge to his team due to the intuitive nature of the V5 Multi-Sensor Management System – the mobile application. "Alerts were sent directly to our cell phones. It listens to everything, and sends the responses lickety-split."

Instead of his officers swarming against a crowd searching for a shooter, the OnSound units could provide an accurate location for his officers trying to reach a shooter before anyone could be injured. In addition, with detailed GPS coordinates, he could rely on any back-up patrol dispatched from 911 calls to coordinate their arrival on the scene, mitigating further damage or injury.

With the OnSound units in place, by opening day Lt. Bell knew he had the most vulnerable area of his venue covered, ready to coordinate a threat response—within seconds.

Result: Proactive PD Creates Peace of Mind

Fortunately, the 2018 event went off without a hitch, with a record-setting attendance of over 544,000—almost Wyoming's total population.

"It worked," Lt. Bell declared. "Super simple. Receiving texts was the easiest, as we were able to immediately access the audio and determine our next course of action. It captured the critical evidence of what happened before and during an incident, and we could use the information after, as well."

A real sense of success could be felt as the last trailer drove out of the dusty field. No law officer or municipality wants to have its name coupled with gruesome video playing for days on end on news reports or the trauma of the victims, survivors and families on their conscience.

This year, Lt. Bell made a strategic decision choosing the right equipment to protect guests and employees. The PD relied on a solution that coordinated immediate response to a dire threat, mitigating further damage, and, best yet, saving lives.

Because of his limited city budget, these units were purchased with federal grant money issued to the state by the Department of Homeland Security. Lt. Bell noted that since Wyoming owns the assets, with proof of their effectiveness, portability, plus ease-of-installation and operation, these units are most likely going to be used throughout the state at numerous weekend-long rodeos and fairs.

"We can use them anywhere and just duplicate this set-up," Lt. Bell confirmed. "I only wish I had ordered ten units, all with video."

With an eye on next year's event, and proud in his ability to preemptively identify the best cutting-edge solution to keep both his town and fellow officers safe, he's itching to write a new grant proposal for even better security.

"I would definitely recommend V5 Systems to anybody," he said. "I know this works and that it's very simple to use. That's what I appreciate the most."

And, as a former amateur bull rider himself, Lt. Bell knows just how agonizing eight seconds can seem without the right preparation . . . and equipment.

After all, a life can be snuffed out—or saved—in those few critical seconds.

Summary

Organization: A local police department charged with securing an annual family-oriented, world-class outdoor event, spread over 40 acres, for a crowd of over 550,000 (five times the population of the town), over a period of 10 days.

Challenge: To prevent a targeted Las Vegas-style gunshot massacre by eliminating delays in pinpointing the exact location of a shooter immediately, with actionable data to coordinate response from on-site patrols and 911-dispatched back-up to mitigate further damage and injury to thousands of innocent event attendees fleeing for their lives, all with a limited small-city budget.

Solution: Deployment of the OnSound GSL: the world's first wireless, portable, self-powered gunshot detection/location system with real-time alerts. It can be easily configured and installed anywhere in under 30 minutes, then re-deployed again as needed.

Results: The officers in charge monitored record-breaking crowds with ease and confidence, using smartphone apps to receive text alerts, complementing existing video-surveillance cameras, and successfully extending their security perimeter to keep their visitors safe, secure, and having such a good time they're sure to return next year.