



# PARTNERS IN SAFETY

## Bridging the Gap Between Public and Private Enterprises

By Kathleen Rhodes, Marketing Communications Writer

**Sierra Vista Mall** is a locally owned, regional shopping center in Clovis, California. As the largest retail center in the city, **safety is a major priority**. In order to keep the property as secure as possible, Sierra Vista Mall is protected by a complete Pelco Video Security System. The retail center also participates in an innovative partnership with the **Clovis Police Department** in which these two entities have found a way to effectively share technology in order meet their common goal - **the creation of a safer community**.

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### Safe Shopping

In 2006, Sierra Vista Mall undertook a major expansion project. When complete, the 650,000-square-foot mall will be home to roughly 120 stores and a 16-screen movie theater. During the planning of this expansion, the mall’s security provider, Turner Security, suggested incorporating a Pelco system as part of their security solution. Greg Newman, General Manager of Sierra Vista Mall, quickly recognized the benefits of video security. “You cannot have guards everywhere, every minute. It’s just impossible.”

Newman could see that not only would video security help improve safety, it would also help improve the mall’s bottom line. “We went through the whole analysis of how many man-hours we would have to add in order to patrol the expansion. It was a lot. But when we looked at a video security system, we could see that the ongoing operational expense was really quite minimal.”

When it came time to pick a video security manufacturer, Newman said the decision was easy. “If we were going to invest in a system, we wanted to make sure that we got the best product,” Newman explains. “Pelco is considered the best video security manufacturer in the world, and it’s easy to see why. Their equipment is working out great for us.”

### Partnering With Clovis Police

Clovis, California is widely recognized as one of the safest cities in Central California. It’s a belief that gives Clovis Police Chief Bob Keyes great pride. “The reason that we are the safest city in the San Joaquin Valley is that we take proactive steps to ensure the safety of our residents. Our Pelco video security system is one of those steps.”

Clovis is protected by a citywide Pelco video security solution. One hundred and forty cameras placed strategically throughout the city are linked by fiber optics to the Clovis Police Department. The cameras can be viewed and controlled from the dispatch center, the mobile command vehicle, individual offices at police headquarters, or from patrol cars.

“Pelco has worked with us to experiment with **technologies that are new and cutting edge** so that here in Clovis, we have the benefit of the best that is out there.”

- Chief Bob Keyes, Clovis Police Department

The Pelco video security system used by the Clovis Police Department has made Clovis well known as a leader in urban safety. “Pelco has worked with us to experiment with technologies that are new and cutting edge so that here in Clovis we have the benefit of the best that is out there, and that is because of Pelco’s commitment.”

The Clovis Police Department is in partnership with multiple private entities to share video security resources. For example, the Clovis Memorial District is home to the Veteran’s Memorial Building, multiple statues, and open park space. The district purchased video security cameras to monitor their facilities, but gave Clovis Police access to those cameras to help protect their property. Clovis Police also have a similar arrangement with Target stores.

Shortly after Sierra Vista Mall started designing their Pelco security system, Chief Keyes contacted Newman and invited him



to Clovis Police Headquarters to see the video security system in action. “He showed me how they have cameras on the water tower, at city parks, on bike trails, and pretty much everywhere citizens are. He also demonstrated that video could be streamed to the individual police cars, so that when officers roll up to a scene they know what is going on before they get there,” Newman explains. “As a resident of Clovis, it made me feel good to know that someone is watching.”

Chief Keyes explained to Newman that if police had the ability to access Sierra Vista’s video security system, it would help the department to keep the mall safe. Officers responding to calls at the mall can view the situation before they arrive, and adjust their resources accordingly. “The tactical advantage the systems provides is huge, the officer safety benefit is huge, and the potential for public safety benefit is huge as well,” says Keyes.

Newman quickly agreed to the partnership and says he is extremely pleased with results. “It puts more eyes out there to help keep the property as secure as possible. If police see a situation that might need their attention, they can dispatch somebody right away instead of waiting for a call to come in from our security staff.” Newman says he also has received positive feedback from the community. “For a parent who may be dropping off their teenager at the mall, they know that the police department is watching, that mall security is here, and that this is a safe environment.”

It is an innovative idea for a private business to give a public agency access to their security system, but both Newman and Keyes say it has been a great relationship. By sharing technological resources they have helped make crime an extremely rare occurrence at Sierra Vista Mall. “The partnership between a private entity such as ourselves, and a public entity like a police department, if it’s not common, it probably should be.”

## Pelco Products Used by Clovis PD Include:

- CM9760 Video Matrix
- PelcoNet™
- DX8100 Digital Video Recorders
- Esprit Ti Thermal Imaging Systems
- Camclosure IS Integrated Camera Systems
- Spectra IV Dome Positioning Systems
- LCD Flat Panel Monitors

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