DESIGNING A SMART CITY
CHALLENGE: GROWING POPULATIONS

Worldwide, population is exploding and estimates project that the global population could reach 10 billion by the year 2050.

People are flocking to urban areas, drawn to the benefits of richer job opportunities, public transportation, solid education options and greater culture. According to recent reports, in 2010, 82 percent of Americans lived in cities; by 2050 it will be 90 percent.

Overall, this continued migration to metropolitan areas challenges officials to rethink municipal safety and security strategies.
ELEVATE INTELLIGENCE

Managing urbanization is a complex undertaking and it cannot be accomplished without the incorporation of technology to support agency initiatives. According to a Homeland Security Research Corp. report, homeland security and public safety products and services increased from $48 billion in 2011 to $51 billion in 2012, and expenditures are expected to increase up to $81 billion by 2020.

Technology must be integrated with processes and planning to drive intelligence. When first responders and law enforcement agencies, public safety officials and private entities take an integrated approach, large urban areas can address incidents and emergencies in real-time. For example, first responders can tap into a local businesses surveillance feeds to gain information on a situation in real-time to drive more informed, effective response efforts.
CHALLENGE: EVOLVING RISKS

Changes in the risk environment and security posture of a city has led many police departments, school administrations, mayor’s offices and other stakeholders to invest in Safe City initiatives. These programs combine comprehensive security strategies with technology to help reduce crime, mitigate safety concerns and deliver a better quality of life. From a technology standpoint, the Safe City concept incorporates a complete security technology suite, including video surveillance, access control, video analytics, public safety communications, social media tracking, license plate recognition among others – that unify the various departments and organizations.
PARTNERS FIRST

The overarching goal of any Safe City program is to easily and quickly share valuable information with aligned parties and agencies to drive a more proactive response to potential security situations. This level of communication cannot be reached unless there is 100% cooperation and understanding of the goals of the initiative from every stakeholder — this includes government officials and agencies, corporate entities, private business and citizens. When buy-in from all parties is achieved, cities realizes the intelligence gained from a Safe City strategy and realize new levels of situational awareness across its infrastructure.
Multi-agency cooperation streamlines emergency response, encourages stronger security and faster investigations, leading to a stronger feeling of safety to encourage continued growth.
Cities rely on video surveillance as a deterrent and an investigative tool, especially in areas with significant criminal activity. Use of video as a law enforcement tool has given many neighborhoods previously plagued by crime new life as thriving communities. Availability of federal grants and even private funding sources make video surveillance a valuable option for communities across the globe. Video surveillance is a powerful force multiplier, providing live or archived video of any incident and enabling new levels of intelligent response to ensure a safe environment.

As the needs and risk profile of a Safe City environments changes and evolves over time, its video surveillance system needs to expand with it. Open platforms deliver the flexibility to start with as much or as little of a system as needed and budgets allow, allowing entities to scale-up over time. Intelligence delivered by video analytics and increased situational awareness from panoramic cameras are also in high-demand in Safe City applications.

IP-based surveillance solutions and security management platforms deliver are uniquely designed to help augment city agencies, support response in man-made or natural disasters, and drive collaboration between private and public agencies — all in an effort to build an urban environment that ensures the safety and security of its residents while fostering future opportunity and growth.
For more information, please visit www.pelco.com or call (800) 289-9100 (United States and Canada) or +1 (559) 292-1981 (international). For pricing information or to purchase Pelco products, please contact your manufacturer’s representative or the Pelco office in your area.

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