



THE HSIN ADVOCATE

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HSIN: Coordinating Concurrent Events

From New Year's Eve through February 2, the greater Phoenix area hosted four major sporting events and welcomed almost 700,000 people to the region. From the Vizio® Fiesta Bowl to the NFL Pro Bowl, the Waste Management® Phoenix Open and Super Bowl XLIX, coordinating public safety activities across multiple cities for such an extended period of time was no easy task.

HSIN supported situational awareness and helped more than 100 different agencies and organizations coordinate their activities from the early days of planning to the final tee off and touchdown.

Planning and Execution

Planning for these events began more than a year earlier during Super Bowl XLVIII in New Jersey. "I got to see how HSIN helped support situational awareness," said DHS Intelligence and Analysis Southwest Regional Director, Anthony Frangipane, "but I also saw more opportunities to use HSIN as a comprehensive planning tool."

When planning efforts intensified last spring, the partnering agencies chose HSIN as their primary information sharing and collaboration tool. Event coordinators assembled a core planning team supported by 24 resource working groups that focused on topics such as law enforcement, logistics, public affairs, intelligence and emergency management. They used HSIN to coordinate activities within and among the groups to ensure proper support was provided to each event.

"HSIN streamlined everything so everyone had access to the same materials and resources no matter their location," said Officer Jim Lawler with the Phoenix Police Department. "We preloaded as much information as we could so that it would be readily available when it was needed."

Federal Partners

Due to the scale of the events, broad Federal support was provided to State and Local agencies to help handle the influx of people and monitor activities. DHS assigned Homeland Security Investigations Special Agent in Charge Matthew Allen as the Federal Coordinator for the Phoenix events.

"My role was to make sure the local agencies had the tools they needed," said Allen. "Through HSIN, I was able to keep an eye on the entire planning process. When a need was identified, I worked with Federal resources so they could provide the necessary support."

If a utility company needed support from the Department of Energy, Allen was there to coordinate. When local explosive ordnance disposal teams recognized a need for additional resources to respond to unattended bags or suspicious packages, he worked with Federal agencies in the area to provide assistance. "HSIN was a really great collaboration tool to share information and raise awareness across agencies," explained Allen.

Getting Ready for Kick Off

As the final events drew nearer, five operations centers were set up to monitor activities in real time. Part of the effort included understanding how unrelated incidents could affect the various events.

"I looked at how incident tracking was handled in recent years as part of the Phoenix Open and used their model," said Sgt. Anthony Jones with the Phoenix Police Department's Homeland Defense Bureau and the Arizona



Counter Terrorism Information Center. "We tracked everything and posted it on HSIN as part of overall situational awareness efforts so that each sector could evaluate whether any particular incident could impact their activities."

A Win for Everyone

Whether fans headed to Phoenix for football or golf, public safety officials across the Valley were able to handle the influx of people and coordinate their efforts. "In the end, everything went beautifully," said Lt. Jeff Trillo with the Scottsdale Police Department. "With HSIN, we were able to collaborate and provide each event with the attention it deserved. The fans came to town to have a good time and everything went fantastic!"

With Super Bowl XLIX successfully in the books, the HSIN team is already moving forward with support efforts for Super Bowl 50 next year in the San Francisco Bay area!



Making It All Happen

As events were scheduled in Arizona, five cities and more than 100 agencies, including the NFL Host Committee and organizers from the Waste Management® Phoenix Open, had to work together to make sure that everything ran smoothly and visitors and fans could have a positive experience. Throughout the planning and operational phases of the event, more than 750 users relied on HSIN to support information sharing and collaboration.

Planning

Planning for the Phoenix events actually started the previous year in New Jersey. Anthony Frangipane, the Southwest regional director for DHS Intelligence and Analysis Field Operations, helped support Super Bowl XLVIII and recognized opportunities to use HSIN more broadly as a comprehensive planning tool.

By April 2014, event management officials in the Phoenix area had created a core planning group and 24 resource working groups to manage everything in a collaborative manner while still providing the necessary attention to details. Every group used HSIN not only to centralize materials and track their efforts, but also to provide the necessary situational awareness.

“As new events were scheduled in the various cities, they were added to a consolidated venue matrix,” said Officer Jim Lawler with the Phoenix Police Department. “At any time, HSIN made it possible to easily pull up the date, time and location of a particular event. We were even able to add details such as estimated attendance so that the individual working groups could see how an event affected their activities and what level of resources would be needed to support it.”

Situational Awareness

To maintain comprehensive situational awareness during the 10 busiest days of event activities, Sgt. Anthony Jones with the Phoenix Police Department’s Homeland Defense Bureau and the Arizona Counter Terrorism Information Center had people in the Multi-Agency Coordination Center listening to radios and posting the information to HSIN in real time.

“During a major event, a lot of energy is spent trying to find out what is happening where,” said Jones. “Using HSIN, we were able to capture and post it as it happened so no one had to seek it out.”







This information, as well as data pulled from the event planning matrix, was highlighted on a scrolling event tracker in all five operations centers so every agency involved had access to the same information to support decision making in their sectors.

Public Affairs

Before and during the events in Phoenix, the media was reporting on everything that went in to planning and supporting so many large-scale events. Using HSIN as a virtual Joint Information Center, 150 Public Information Officers (PIOs) from across the region used HSIN to share talking points, press releases, social media postings and more.

“HSIN acted as a one-stop-shop for us,” said Sgt. Trent Crump with the Phoenix Police Department Media Relations office. “We were able to access and share information in a timely fashion and the alerts function made it possible for us to keep abreast of current developments even when we were away from our computers.”

As media inquiries came in, they were logged, assigned and tracked in HSIN. As a result, it was easy to see if the same questions were being asked of different agencies and a coordinated response could be provided. “HSIN was one of the most valuable and helpful elements as we put things together for the Super Bowl,” said Crump.

-  **Vizio® Fiesta Bowl**
December 31 | Glendale, AZ
-  **NFL Experience**
January 24–February 1
Phoenix, AZ
-  **NFL Pro Bowl**
January 25 | Glendale, AZ
-  **Waste Management® Phoenix Open**
January 26–February 2
Scottsdale, AZ
-  **Coors Light® Birds Nest Concert Series**
January 28–31 | Scottsdale, AZ
-  **Super Bowl XLIX**
February 1 | Glendale, AZ

Let Us Help You!

Do you have an event or exercise coming up? Let us help you lay a strong foundation for a successful operation!

Work with us to understand what worked during the Super Bowl and other events to find out how these best practices can help your organization. Send us an email at HSIN.Outreach@hq.dhs.gov to get things started!

Quotable Quotes



“We built the platform knowing that we would have hundreds of venues. HSIN provided a way to track multiple events in a single location so we could be aware of everything that was going on.”

Det. Sarah Gaspar
Phoenix Police Department and Arizona Counter Terrorism Information Center (ACTIC)

“Knowing that the users we were dealing with were all vetted made HSIN a trusted environment and helped speed up the process. We could just post and share information and it was available to everyone.”

Sgt. Anthony Jones
Phoenix Police Department’s Homeland Defense Bureau and ACTIC

“With a single click, I could find out what was going on, stay engaged and more easily meet everyone’s needs. That’s the beauty of HSIN.”

Special Agent in Charge Matthew C. Allen
DHS Homeland Security Investigations Phoenix

Five Years of the Phoenix Open

For the second year in a row, the Waste Management® Phoenix Open broke attendance records with more than 575,000 fans turning out to take part in the tournament and the Coors Light® Birds Nest concert series. To help manage all the activity, public safety officials once again turned to HSIN to support coordination efforts.

This year, with the NFL Pro Bowl and Super Bowl XLIX taking place at the same time in neighboring Glendale, Arizona, area officials had more to coordinate than usual. “We’ve had a lot of success using HSIN during the Open for the past four years,” said Lt. Jeff Trillo with the Scottsdale Police Department. “Because HSIN was also used to coordinate Super Bowl activities, it was business as usual for our team.”

As in years past, HSIN was used to coordinate all aspects of public safety activities and to support informed decision-making for operational leadership. All of this information was also available to the four other operations centers throughout the greater Phoenix Metropolitan Area.



“We were able to use the same model that we used for the Open and apply it to Super Bowl activities,” said Trillo. “We were able to seamlessly share information between command centers and with our users in the field. It was very successful.”

For more information about how HSIN use has expanded throughout the past five years during the Waste Management Phoenix Open, contact HSIN Outreach at HSIN.Outreach@hq.dhs.gov.

Spotlight on a Mission Advocate: Andrew Sloan

Helping You Succeed



In today’s environment, every event and operation requires some type of interagency collaboration. It’s not possible for one agency to do it alone. These established partnerships

highlight the true value of HSIN as a secure information sharing solution.

As Mission Advocates, we’re here to help you create a secure space where those partnerships can thrive and provide the information you need to get the job done. As a team, we’ve been in your shoes and understand the needs at the ground level. We also have years of experience supporting major events, incident response

and steady-state operations. We know what it takes and can help you identify requirements early in the planning process.

Starting early is key. We began the process for Super Bowl XLIX last spring and are already starting on Super Bowl 50. Because we began early, we were able to lay a strong foundation and apply best practices from other events, including past Super Bowls, the Kentucky Derby, the MLB All-Star Game and the Phoenix Open. In the end, we helped officials from more than 100 different agencies work together cohesively.

You’re not in this alone and you don’t have to start from scratch. Let us know your goals and we’ll help you succeed!

Andrew Sloan
Senior HSIN Mission Advocate

Kentucky: One of HSIN's Most Active Communities

The Kentucky Intelligence Fusion Center (KIFC) may not have the largest community on HSIN, but they do have one of the most active user groups! They have accomplished this in many ways, but the most impactful has been their focus on user outreach and sending regular updates to users. The success of their efforts can be clearly seen in the fact that they have almost doubled the number of users on their HSIN communities this year alone!

"We communicate regularly with our users through targeted weekly emails and in-person outreach sessions," said KIFC Director Mary Cope Halmhuber. "Keeping our partners informed is part of our core mission and HSIN helps us do it!"

In Kentucky, HSIN users have grown to expect and look forward to these weekly updates from the fusion center. The emails include links to everything that is new and useful on their HSIN communities. "With email, once it's sent, it's out there and we have no control," said Halmhuber. "Using HSIN gives us an added level of security and lets our partners know we're doing what we can to keep their information safe."

In a conversation with Halmhuber and KIFC Intelligence Analyst Lindsey Hix, they shared some of their strategies for keeping their HSIN members active and informed:



1. Establish a standard practice for tracking new postings on your communities to make it easy to share on a regular basis.
2. Send your updates out on a regular schedule so your users know when to expect it.
3. Arrange your email content by topic so readers can quickly find what's useful to them.
4. Don't overwhelm your readers with too much information. Keep things simple!

Their strategy has worked. KIFC regularly receives new requests for access to HSIN based on word-of-mouth recommendations from their partners. They've been so successful that in the last year they almost doubled their membership!

For details on how KIFC puts these tips into practice, [read the full story](#) on HSIN Central.



Mark Your Calendar!

Each month brings new opportunities to learn more about the tools and resources available to you on HSIN. Sign up to take part!

HSIN Events

Maritime Security East

March 10-12: Jacksonville, FL

GovSec: Government Security Conference and Expo

April 1-2: Washington, D.C.

Join Us!

During Maritime Security East, members of the HSIN team will be on the exhibit floor and Mission Advocate Marcus Huggins will be leading a presentation on virtual information sharing **March 11 from 11:45 a.m. to 12:15 p.m.** To schedule a meeting or to find out more, contact us at HSIN.Outreach@hq.dhs.gov.

Training Calendar

Check the Training Section on HSIN Central for the latest updates!

Site Owner Training

March 11

10 a.m.-4:30 p.m. Eastern Time

Site Owner Training

March 18

1-7:30 p.m. Eastern Time

Site Owner Workshop: Modifying Navigation Bars

March 25

Noon-1:30 p.m. Eastern Time

Congratulations Winners!

On February 4, Federal Computer Week announced the **2015 Federal 100 winners**. Among the recipients were:

- **Luke McCormack**
Chief Information Officer, DHS
- **Thomas McCarty**
Director, Identity, Credential and Access Management Program Management Office, DHS
- **Amy Herchek**
Program Manager, Texas Joint Crime Information Center, Texas Department of Public Safety

As leaders in their organizations, each of these individuals play a large role in supporting HSIN as a Program and on the ground among users. The awards will be officially presented on March 26 and we will include highlights of their achievements in the March HSIN Advocate.

Congratulations all around on your well-deserved awards!

