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Welcome!

Spring Festival Season  
Forum

Thursday, February 20, 2025

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**DOWN  
AUSTIN TOWN  
ALLIANCE**

*The Downtown Austin  
Alliance welcomes new CEO*  
**Davon Barbour**

**DOWN  
AUSTINTOWN  
ALLIANCE**





# Issues & Eggs

**6th Street's Next Act**

**3/25 • 7:30 AM - 9:00 AM  
St. David's Episcopal Church**

**DOWN  
AUSTIN TOWN  
ALLIANCE**

2025 Spring Festival Season: Brandon Fahy

# Today's Agenda

- Event schedules
- SXSW 2025
  - ❖ Tami Richter, Christian Mella, Connor Tester
  - ❖ Austin Center for Events: Bill Manno
  - ❖ CapMetro: Jordan McGee
  - ❖ ATCEMS: Steve White
  - ❖ Austin Fire Department: Brian Patterson
  - ❖ Austin Police Department: Lt. Juusola
- Open Q&A

**DOWN  
AUSTIN TOWN  
ALLIANCE**

# Upcoming Events:

- SXSW: March 3<sup>rd</sup> - March 15<sup>th</sup>
- 97<sup>th</sup> Clyde Littlefield Texas Relays: March 26<sup>th</sup> - March 29<sup>th</sup>
- MotoGP Red Bull Grand Prix of the Americas: March 28<sup>th</sup> - 30<sup>th</sup>
- Moontower Comedy Festival: April 9<sup>th</sup> - April 19<sup>th</sup>

# SXSW 2025



## SXSW EDU & SXSW OVERVIEW

MONDAY, MARCH 3RD - THURSDAY, MARCH 6TH | FRIDAY, MARCH 7TH - SATURDAY, MARCH 15TH



# **EVENT OPERATIONS & SAFETY**

**Tami Richter, VP Event Operations**

# ATTENDANCE & ECONOMIC IMPACT

March 4 - 16, 2024

**SXSW EDU & SXSW Attendance**

512,722

**SXSW 2024 EDU & SXSW Economic Impact**

\$217.8M (Attendee) + \$98.5 (Operational) + \$61M (Partner)

**Total Impact = \$377.3M**





# TIMELINE

**SXSW EDU:** March 3-6

**SXSW:** March 7-15

**SXSW Programming:**

March 7-13

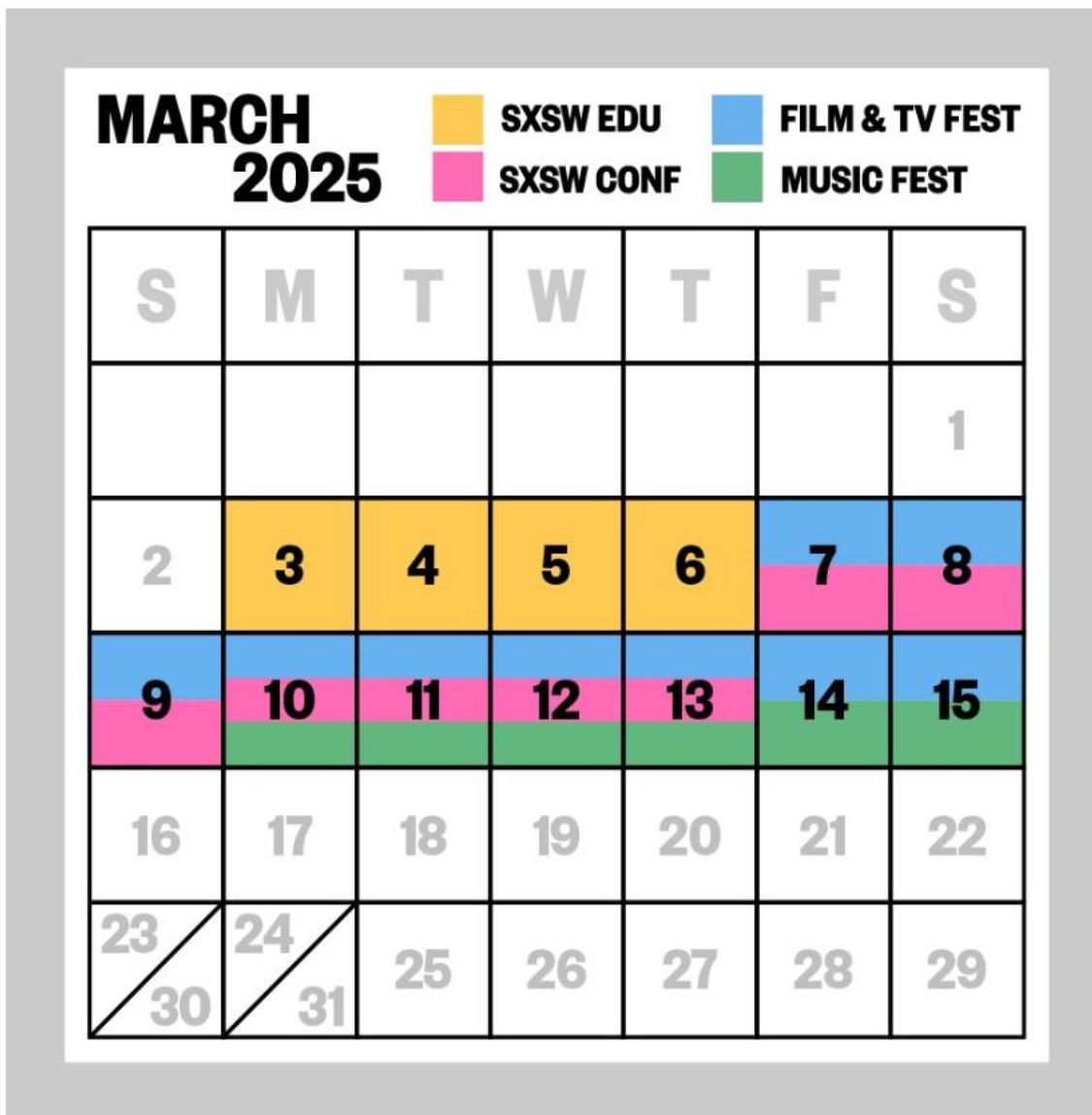
**SXSW Film & TV**

**Festival:**

March 7-15

**SXSW Music Festival:**

March 10-15



# 2025 CALENDAR AND TRACKS

|                   | Friday 3/7                     | Saturday 3/8 | Sunday 3/9     | Monday 3/10              | Tuesday 3/11 | Wednesday 3/12 | Thursday 3/13 | Friday 3/14 | Saturday 3/15 |  |
|-------------------|--------------------------------|--------------|----------------|--------------------------|--------------|----------------|---------------|-------------|---------------|--|
| CONFERENCE TRACKS | CREATOR ECONOMY                |              |                |                          |              |                |               |             |               |  |
|                   | CULTURE                        |              |                |                          |              |                |               |             |               |  |
|                   | FASHION & BEAUTY               |              |                |                          |              |                |               |             |               |  |
|                   | GOVERNMENT & CIVIC ENGAGEMENT  |              |                |                          |              |                |               |             |               |  |
|                   | 2050                           |              |                |                          |              |                |               |             |               |  |
|                   | ADVERTISING & BRAND EXPERIENCE |              |                |                          |              |                |               |             |               |  |
|                   | DESIGN                         |              |                |                          |              |                |               |             |               |  |
|                   | ENERGY                         |              |                |                          |              |                |               |             |               |  |
|                   | HEALTH & MEDTECH               |              |                |                          |              |                |               |             |               |  |
|                   | STARTUPS                       |              |                |                          |              |                |               |             |               |  |
|                   | TECH INDUSTRY                  |              |                |                          |              |                |               |             |               |  |
|                   | WORKPLACE                      |              |                |                          |              |                |               |             |               |  |
|                   | CREATING FILM & TV             |              |                |                          |              |                |               |             |               |  |
|                   | FILM & TV INDUSTRY             |              |                |                          |              |                |               |             |               |  |
|                   |                                |              | FOOD           |                          |              |                |               |             |               |  |
|                   |                                |              | PSYCHEDELICS   |                          |              |                |               |             |               |  |
|                   |                                |              |                | GAME INDUSTRY            |              |                |               |             |               |  |
|                   |                                |              |                | XR                       |              |                |               |             |               |  |
|                   |                                |              |                | ARTIFICIAL INTELLIGENCE  |              |                |               |             |               |  |
|                   |                                |              |                | CLIMATE & SUSTAINABILITY |              |                |               |             |               |  |
|                   |                                |              | MUSIC & TECH   |                          |              |                |               |             |               |  |
|                   |                                |              | MUSIC INDUSTRY |                          |              |                |               |             |               |  |
|                   |                                |              |                | TRANSPORTATION           |              |                |               |             |               |  |
| EXHIBITIONS       |                                |              | SXSW EXPO      |                          |              |                |               |             |               |  |
|                   |                                |              | XR EXPERIENCE  |                          |              |                |               |             |               |  |
|                   |                                |              |                | FLATSTOCK                |              |                |               |             |               |  |
| FESTIVALS         | COMEDY                         |              |                |                          |              |                |               |             |               |  |
|                   | FILM & TV                      |              |                |                          |              |                |               |             |               |  |
|                   |                                |              | MUSIC          |                          |              |                |               |             |               |  |

**Primary Access Key** **SXSW 2025**

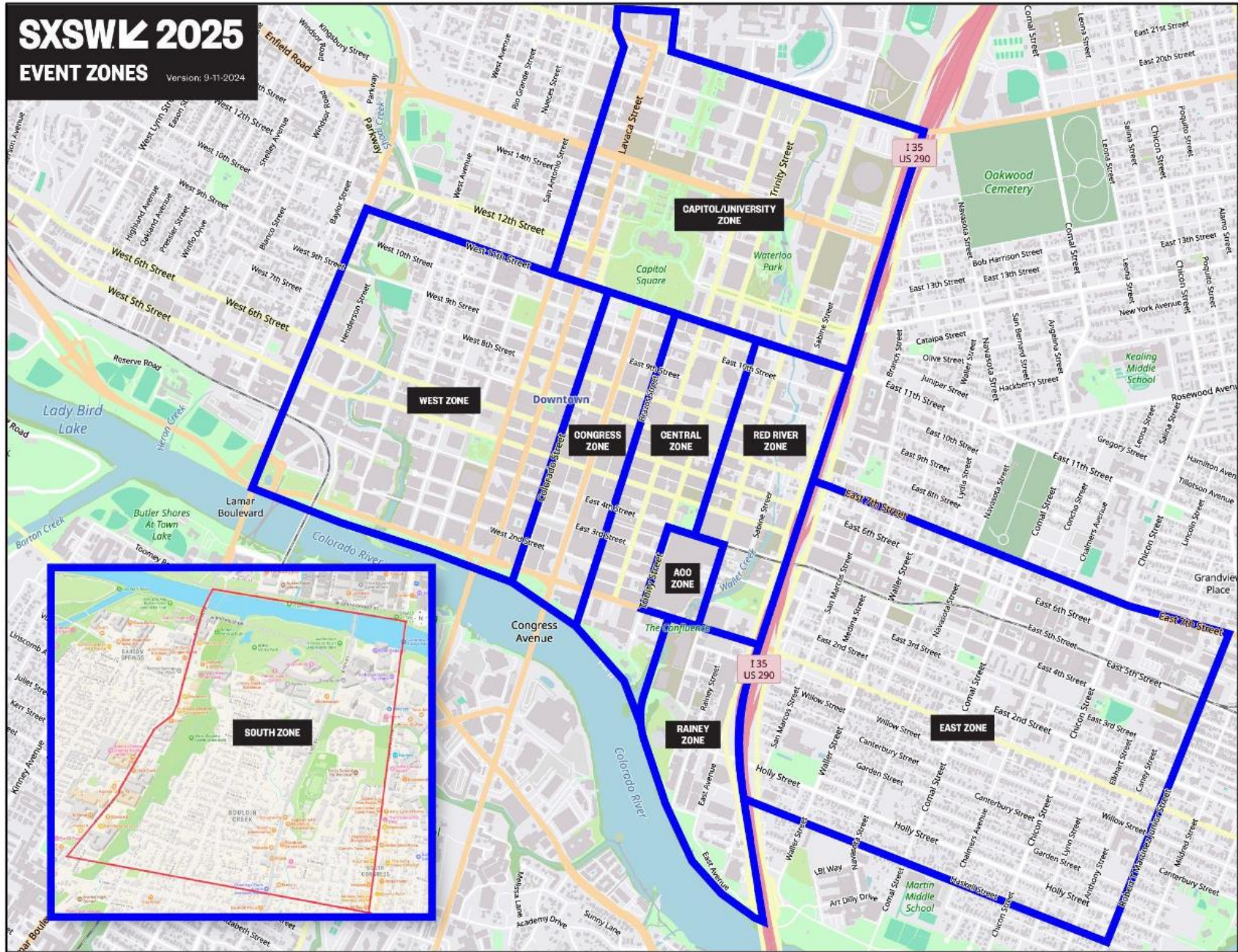
- ALL SXSW BADGES
- PLATINUM & INTERACTIVE BADGES\*
- PLATINUM, FILM & TV & INTERACTIVE BADGES
- PLATINUM, MUSIC & INTERACTIVE BADGES

\* Interactive Badgeholders have primary access to all Conference Tracks and secondary access to the Film & TV and Music Festivals

SXSW badgeholders have access to all SXSW EDU programming on Thursday, March 6.



# SXSW ZONE MAP



# SXSW EDU VENUES

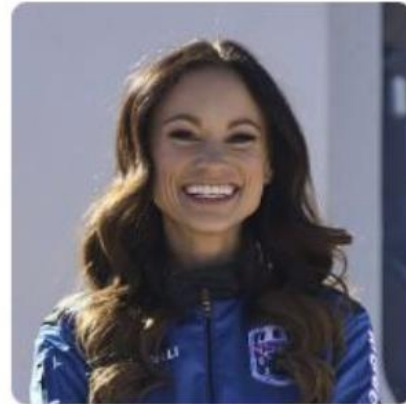
**March 3 - 6**

Sessions, expo, sponsor activities, and staff spaces:

- Austin Convention Center
- Hilton Austin



**Allison Matthews**



**Emily Calandrelli**

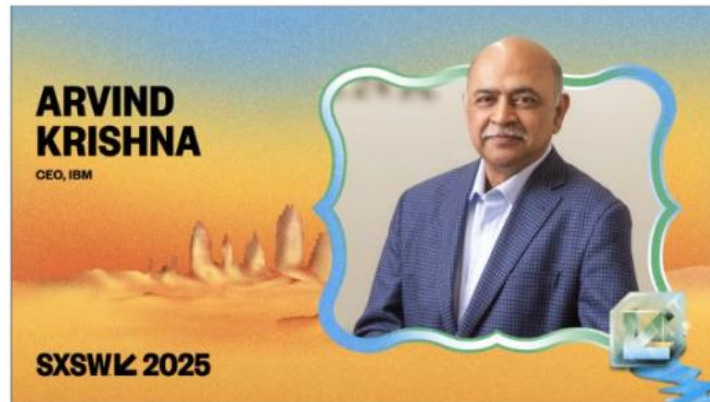


# SXSW CONFERENCE VENUES

March 7 - 13

Sessions, expo, sponsor activities, and staff spaces:

- Austin Convention Center
- Hilton Austin
- Courtyard Marriott
- Marriott Austin Downtown
- The LINE Austin
- The Thompson
- Fairmont Austin
- JW Marriott Austin



# SXSW FILM & TV FESTIVAL VENUES

**March 7 - 15**

- The Paramount Theatre
- Alamo South Lamar
- The Rollins Theatre at the Long Center
- ZACH Topfer Theatre
- Violet Crown Theatre
- Hyatt Theatre (Zilker Ballroom)
- Austin Film Society Theatre (AFS)
- Fairmont Hotel (XR)



# SXSW FILM & TV FESTIVAL

March 7 - 13

Congress Avenue, between 7th and 8th Streets, closed to vehicles.

- Facilitate larger premiers
- Provide an area for “fans” to gather
- Sponsor activations along perimeter

**Opening Night Film:** Another Simple Favor

**Fan Highlights:** Ben Affleck, Paul Rudd, Seth Rogen, David Duchovny, Nicole Kidman, Flying Lotus, Blake Lively, Matthew McConaughey,  
**AND MORE!**



# SXSW EXHIBITIONS

## March 9 - 12

- Austin Convention Center
- Exhibit Halls 2-5

## March 12

- Austin Industry Day - expos are open to the public





# CLIENT EVENTS

March 7 - 15

- Include sponsored activities across the event footprint, where brands have taken over venues, parking lots, or activated within street closures.
- Activities can include test drives (or, flights) immersive experiences, day parties, parades, performances, and product testing.

RIVIAN



# SXSW MUSIC FESTIVAL

**March 10 - 15**

- Peak showcase nights are Wednesday and Thursday with approximately 50 venues.
- Varying venue sizes and genres.

| <b>Monday,<br/>March 10</b> | <b>Tuesday,<br/>March 11</b> | <b>Wednesday,<br/>March 12</b> | <b>Thursday,<br/>March 13</b> | <b>Friday,<br/>March 14</b> | <b>Saturday,<br/>March 15</b> |
|-----------------------------|------------------------------|--------------------------------|-------------------------------|-----------------------------|-------------------------------|
| 20                          | 38                           | 49                             | 51                            | 46                          | 39                            |



# **SXSW MUSIC FESTIVAL**

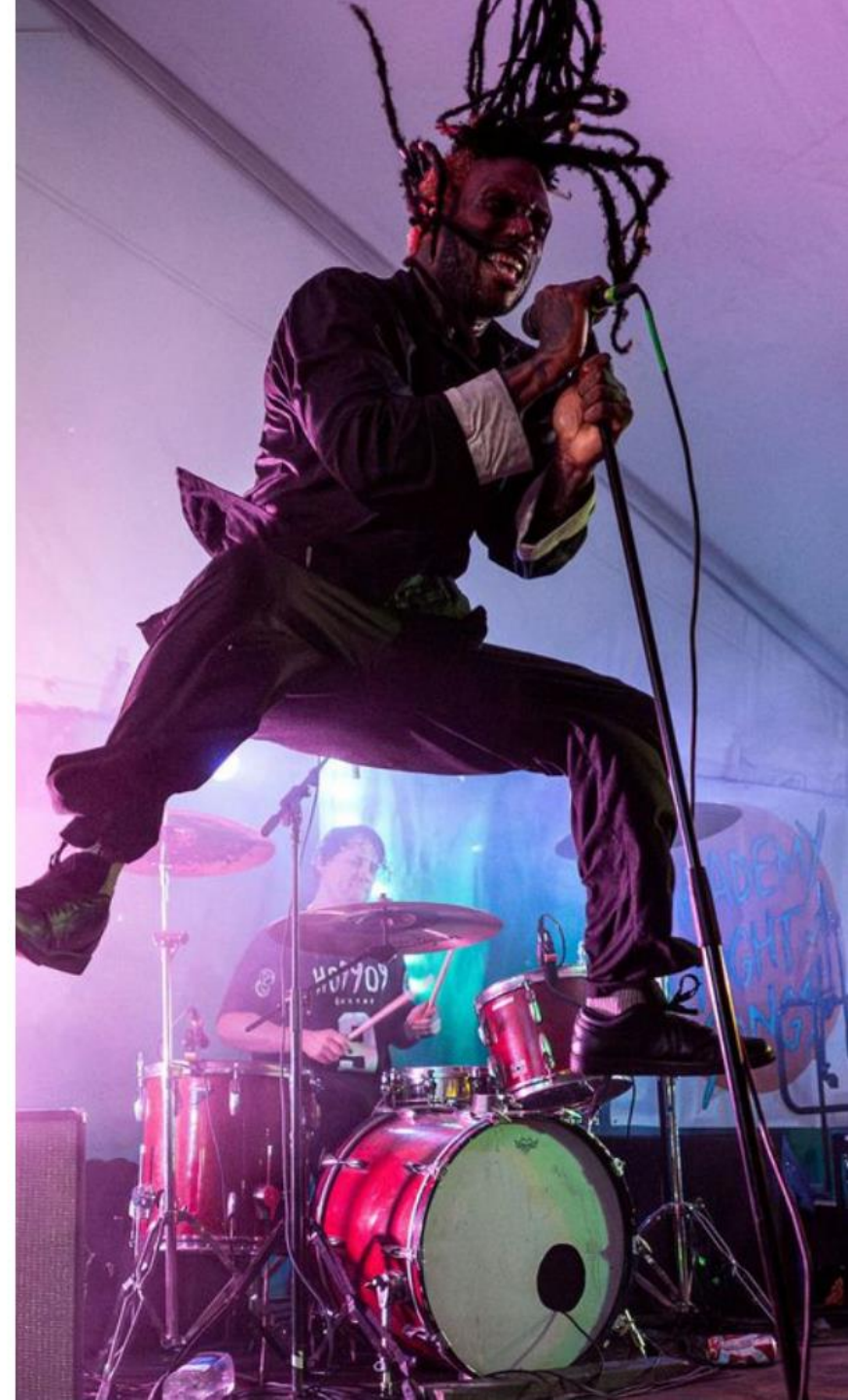
**March 10 - 15**

**Brush Square Park**

Radio Day Stage, 12PM to 5PM

Community Concerts, 7PM to 11PM

*Free and open to the public!*



# WHAT'S HAPPENING & WHEN?

**CHECK OUT THE ONLINE SXSW EDU & SXSW SCHEDULES!**

<https://schedule.sxswedu.com/>

<https://schedule.sxsw.com/>



# EVENT SAFETY

SXSW coordinates year round with federal, state, and local authorities to plan for a safe event.

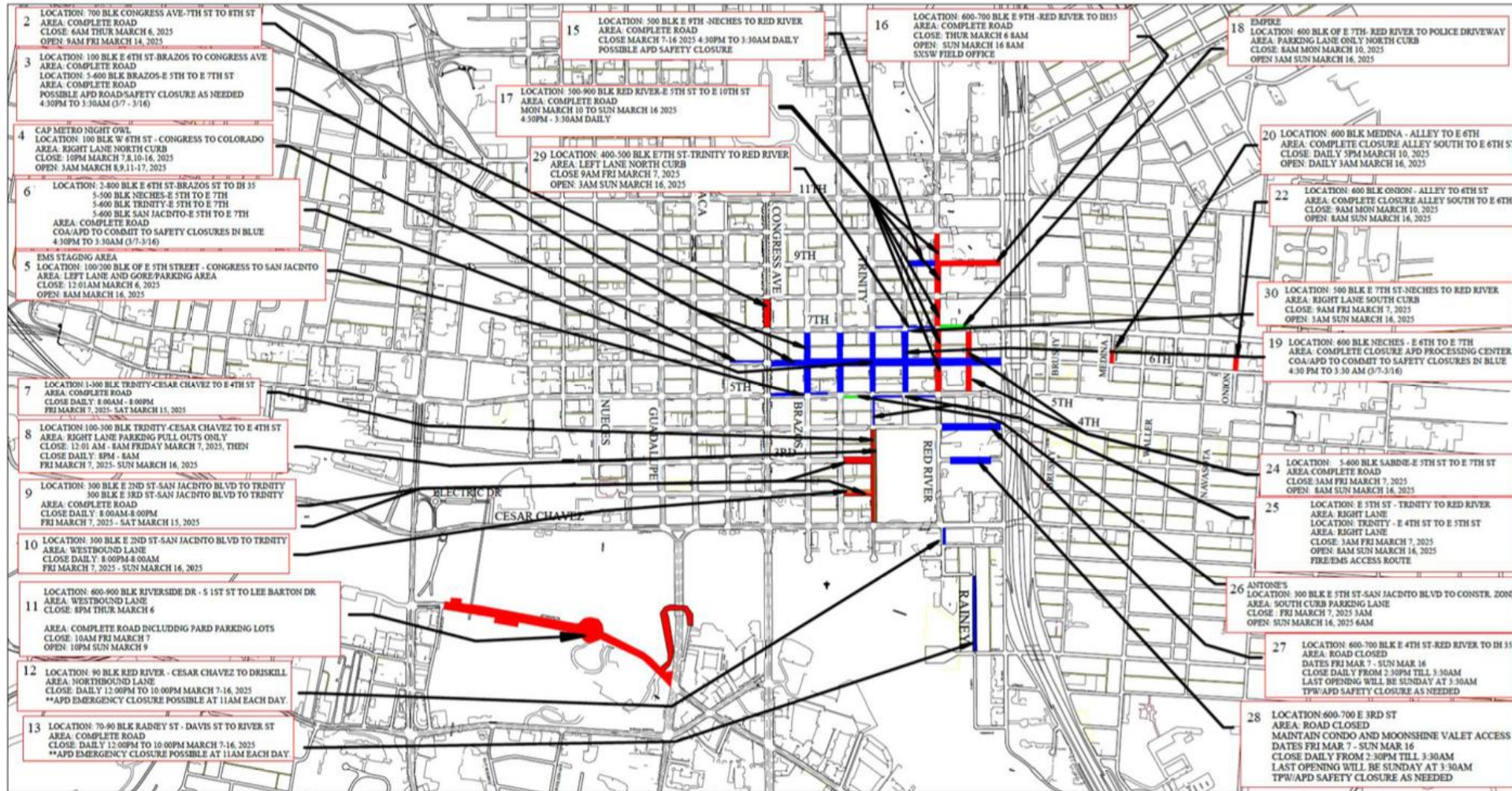
- Incidents & Emergencies
- SXSW Event Control
- Event Resources
- Event Communication Capabilities
- City Coordination
- Venue Policies
- Personal Safety & Wellness



# **SPRING FESTIVAL SEASON/SXSW STREET CLOSURES OVERVIEW**

**Christian Mella, Director of Government Affairs**

# SFS/SX25 STREET CLOSURES OVERVIEW MAP



**TRANSPORTATION DESIGN CONSULTANTS**  
 111 OLD STONE RD  
 CEDAR CREEK TX 78612  
 512-507-6004

- EVENT LANE CLOSURES
- EVENT ROAD CLOSURES
- ROAD CLOSURES LOCAL ACCESS MAINTAINED
- CITY OF AUSTIN SAFETY CLOSURES
- VENUE CLOSURES

**SPRING FESTIVAL SEASON**  
**SOUTH BY SOUTHWEST 2025**  
**MUSIC FILM INTERACTIVE & COMEDY**  
 MAR 10-16   MAR 7-15   MAR 7-13   MAR 7-10

MARCH 7-16, 2025

ANY TRAFFIC CONTROL DEVICES SHOWN ARE FOR ILLUSTRATION PURPOSES ONLY AND NOT FOR SETTING TRAFFIC CONTROL OR TRAFFIC CONTROL PLAN PURPOSES. TRAFFIC CONTROL MEASURES WILL BE DETERMINED BY THE TRAFFIC CONTROL PLAN ISSUED, APPROVED AND ADOPTED BY THE CITY OF AUSTIN.

REVISION 2.5  
2-11-25

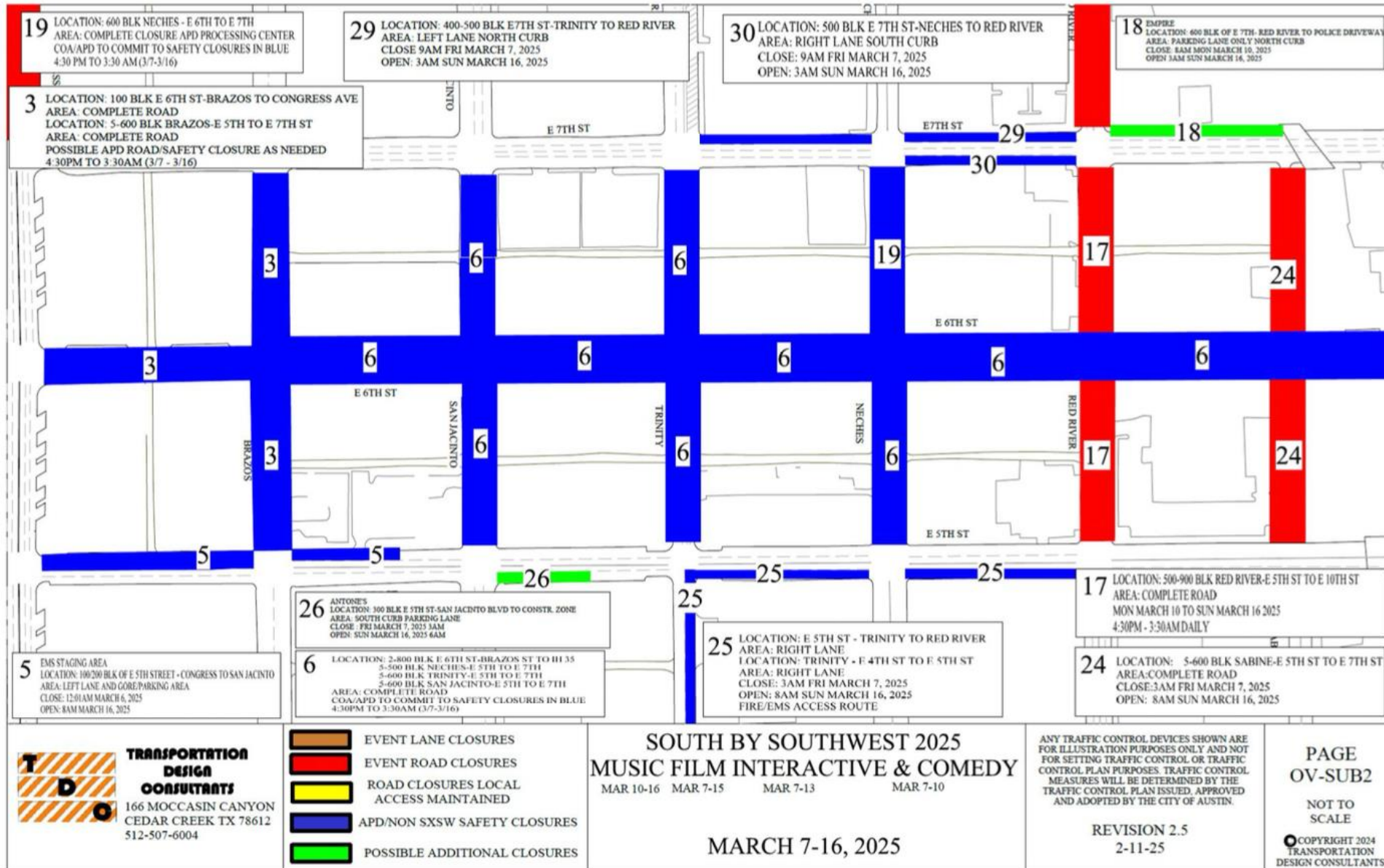
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# 6TH STREET AREA





# CONGRESS & RED RIVER AREAS



**T D O** **TRANSPORTATION DESIGN CONSULTANTS**  
 166 MOCCASIN CANYON  
 CEDAR CREEK TX 78612  
 512-507-6004

- EVENT LANE CLOSURES
- EVENT ROAD CLOSURES
- ROAD CLOSURES LOCAL ACCESS MAINTAINED
- APD/NON SXSW SAFETY CLOSURES
- POSSIBLE ADDITIONAL CLOSURES

**SOUTH BY SOUTHWEST 2025**  
**MUSIC FILM INTERACTIVE & COMEDY**  
 MAR 10-16   MAR 7-15   MAR 7-13   MAR 7-10

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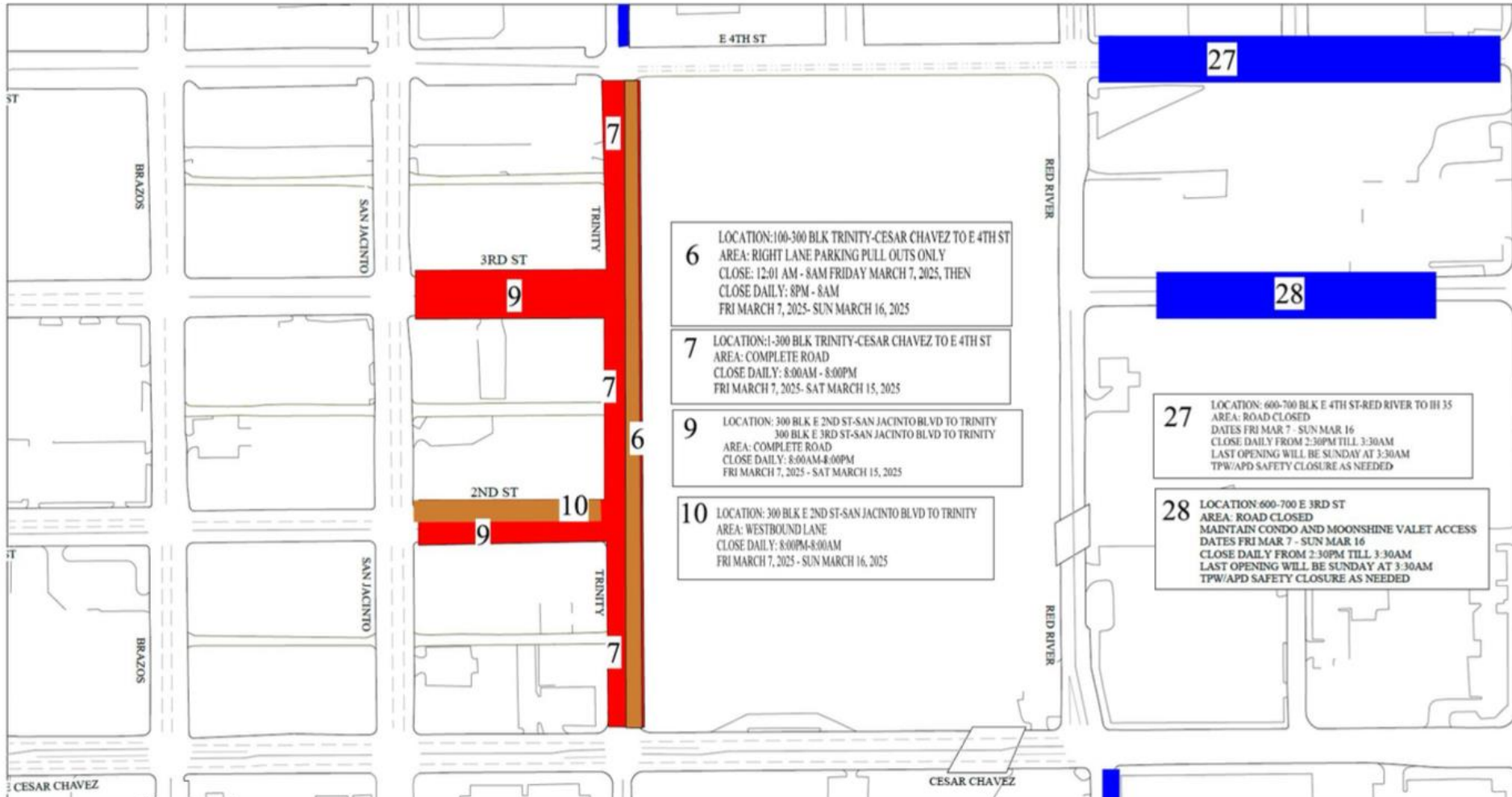
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 DESIGN CONSULTANTS



# AUSTIN CONVENTION CENTER AREA



- 6** LOCATION: 100-300 BLK TRINITY-CESAR CHAVEZ TO E 4TH ST  
AREA: RIGHT LANE PARKING PULL OUTS ONLY  
CLOSE: 12:01 AM - 8AM FRIDAY MARCH 7, 2025, THEN  
CLOSE DAILY: 8PM - 8AM  
FRI MARCH 7, 2025- SUN MARCH 16, 2025
- 7** LOCATION: 1-300 BLK TRINITY-CESAR CHAVEZ TO E 4TH ST  
AREA: COMPLETE ROAD  
CLOSE DAILY: 8:00AM - 8:00PM  
FRI MARCH 7, 2025- SAT MARCH 15, 2025
- 9** LOCATION: 300 BLK E 2ND ST-SAN JACINTO BLVD TO TRINITY  
300 BLK E 3RD ST-SAN JACINTO BLVD TO TRINITY  
AREA: COMPLETE ROAD  
CLOSE DAILY: 8:00AM-4:00PM  
FRI MARCH 7, 2025 - SAT MARCH 15, 2025
- 10** LOCATION: 300 BLK E 2ND ST-SAN JACINTO BLVD TO TRINITY  
AREA: WESTBOUND LANE  
CLOSE DAILY: 8:00PM-8:00AM  
FRI MARCH 7, 2025 - SUN MARCH 16, 2025

- 27** LOCATION: 600-700 BLK E 4TH ST-RED RIVER TO IH 35  
AREA: ROAD CLOSED  
DATES FRI MAR 7 - SUN MAR 16  
CLOSE DAILY FROM 2:30PM TILL 3:30AM  
LAST OPENING WILL BE SUNDAY AT 3:30AM  
TPW/APD SAFETY CLOSURE AS NEEDED
- 28** LOCATION: 600-700 E 3RD ST  
AREA: ROAD CLOSED  
MAINTAIN CONDO AND MOONSHINE VALET ACCESS  
DATES FRI MAR 7 - SUN MAR 16  
CLOSE DAILY FROM 2:30PM TILL 3:30AM  
LAST OPENING WILL BE SUNDAY AT 3:30AM  
TPW/APD SAFETY CLOSURE AS NEEDED

**T D O**  
**TRANSPORTATION DESIGN CONSULTANTS**  
 166 MOCCASIN CANYON  
 CEDAR CREEK TX 78612  
 512-507-6004

- EVENT LANE CLOSURES
- EVENT ROAD CLOSURES
- ROAD CLOSURES LOCAL ACCESS MAINTAINED
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**SOUTH BY SOUTHWEST 2025**  
**MUSIC FILM INTERACTIVE & COMEDY**  
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2-11-25

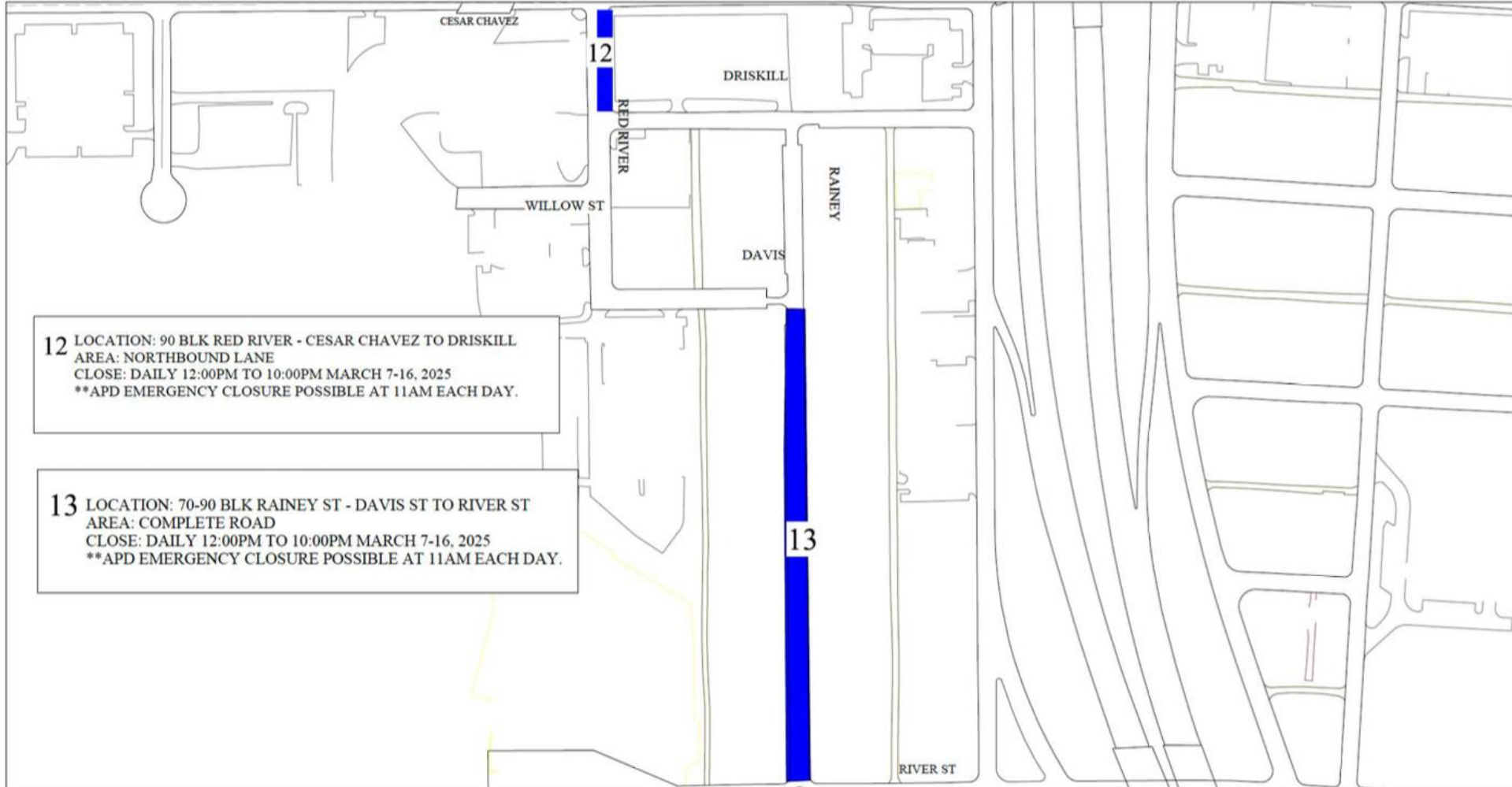
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# RAINEY DISTRICT








**12** LOCATION: 90 BLK RED RIVER - CESAR CHAVEZ TO DRISKILL  
 AREA: NORTHBOUND LANE  
 CLOSE: DAILY 12:00PM TO 10:00PM MARCH 7-16, 2025  
 \*\*APD EMERGENCY CLOSURE POSSIBLE AT 11AM EACH DAY.

**13** LOCATION: 70-90 BLK RAINEY ST - DAVIS ST TO RIVER ST  
 AREA: COMPLETE ROAD  
 CLOSE: DAILY 12:00PM TO 10:00PM MARCH 7-16, 2025  
 \*\*APD EMERGENCY CLOSURE POSSIBLE AT 11AM EACH DAY.



**TRANSPORTATION  
 DESIGN  
 CONSULTANTS**  
 166 MOCCASIN CANYON  
 CEDAR CREEK TX 78612  
 512-507-6004

-  EVENT LANE CLOSURES
-  EVENT ROAD CLOSURES
-  ROAD CLOSURES LOCAL ACCESS MAINTAINED
-  APD/NON SXSX SAFETY CLOSURES
-  POSSIBLE ADDITIONAL CLOSURES

**SOUTH BY SOUTHWEST 2025**  
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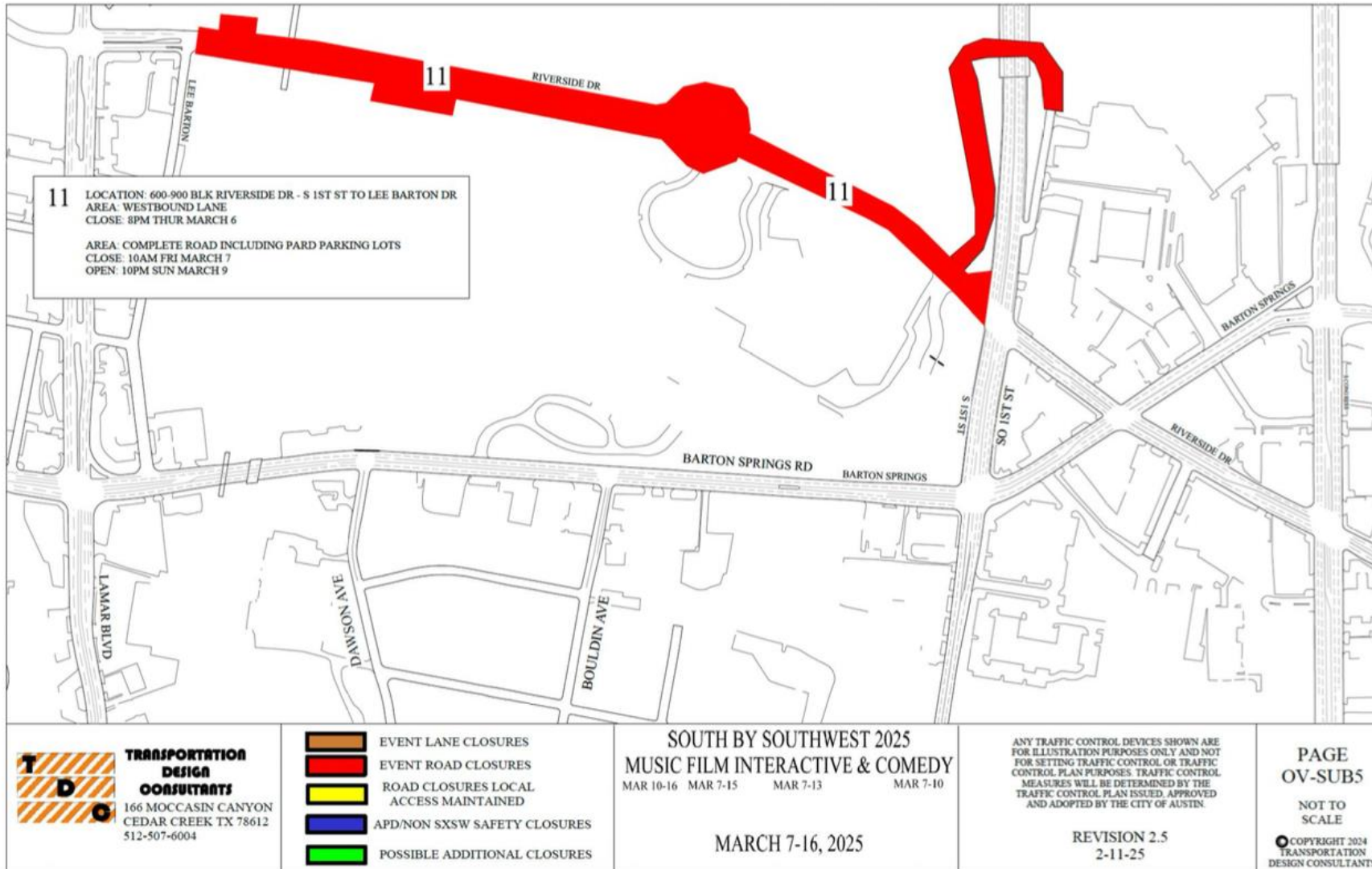
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REVISION 2.3  
 2-5-25

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# RIVERSIDE - SIPS & SOUNDS / SXSW FREE SHOW AT AUDITORIUM SHORES (3/7-3/9)





# **BUSINESS & RESIDENTIAL STREET CLOSURE ACCESS**

**Connor Tester, Venue & City Liaison**

# Business and Resident Access

- All local access will be maintained via the SXSW Vehicle Barricade Access Pass System.
- If your private parking area is located within a road closure, you will need to obtain a Through Access to Private Parking Pass.
- The Through Access to Private Parking Pass allows a vehicle to enter a road closure in order to access their private parking area. No on-street parking is permitted with this pass.
- To obtain Through Access to Private Passes, please email Connor Tester ([connor@sxsw.com](mailto:connor@sxsw.com)) with the location of your residences or business, and the number of passes you will require.



# Barricade Access Passes Overview

- All SXSW Vehicle Passes are printed on watermarked security paper to prevent counterfeiting.
- Through Access to Private Parking
  - Allows road closure access to businesses and residents in order to park in their private parking area. No on-street parking is permitted.
- Production Vehicle Passes
  - Staff Production Vehicle Pass
    - Used by SXSW Staff members to access SXSW Permitted Road Closures and Bagged Meters.
  - Festival Production Vehicle Pass
    - Used by official Production, Sponsor, or Sales Client partners to access SXSW Permitted Road Closures and Bagged Meters in order to conduct load-ins / load-outs at various venue locations throughout the downtown area.
- Official Showcasing Artist Loading/Unloading & Parking Pass
  - Used by Official Showcasing Music Festival Bands (approx. 1000) to load equipment in / out of their music venue, and to park at various bagged meter locations throughout the downtown area.





**THANK YOU!**

**[email@sxsw.com](mailto:email@sxsw.com)**





Austin Center for Events  
Bill Manno

# Austin Center For Events

Reviewing about 100 applications  
Similar to last year

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# Austin Center For Events

16 events starting on Thursday 3/6/25

27 events starting on Friday 3/7/25

22 events starting on Saturday 3/8/25

58 events are multi-day

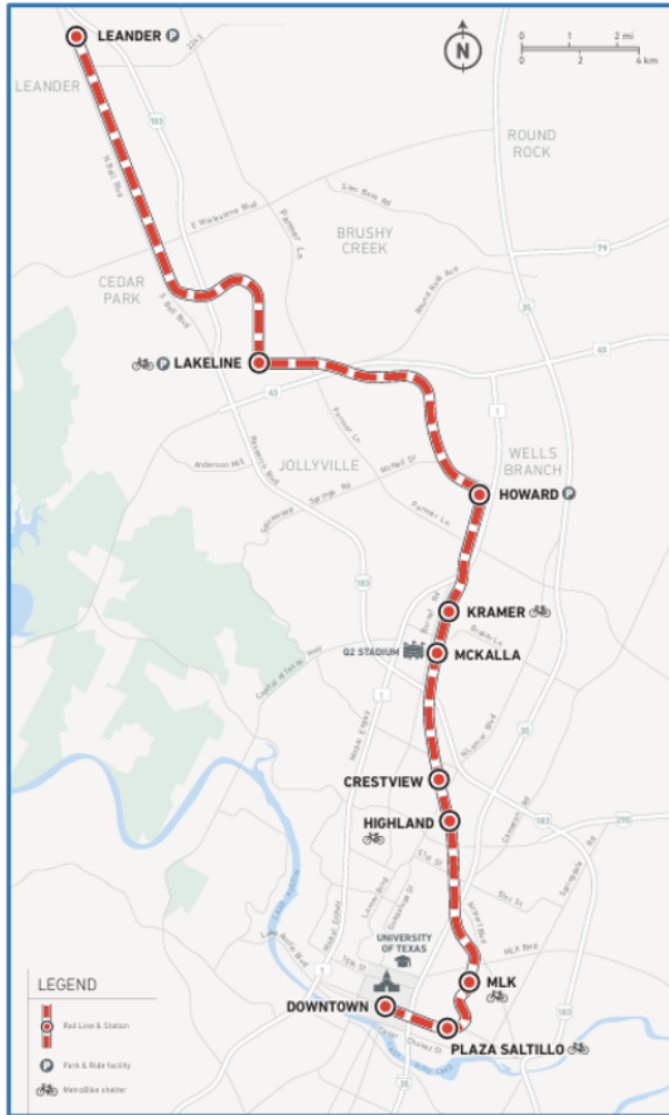
CapMetro  
Jordan McGee

# Get Around SXSW with CapMetro

CapMetro offers a variety of services that bring customers into the heart of the festival, including Rail, high-frequency bus routes, late-night services, and Bikeshare stations.



# Special Rail Service



- Extending Rail service hours from Friday, March 7 to Saturday, March 15
- Running a special Sunday service on Sunday, March 9
- Our bus service is an excellent alternative if the trains are full, and **all bus services will run on normal schedules.**

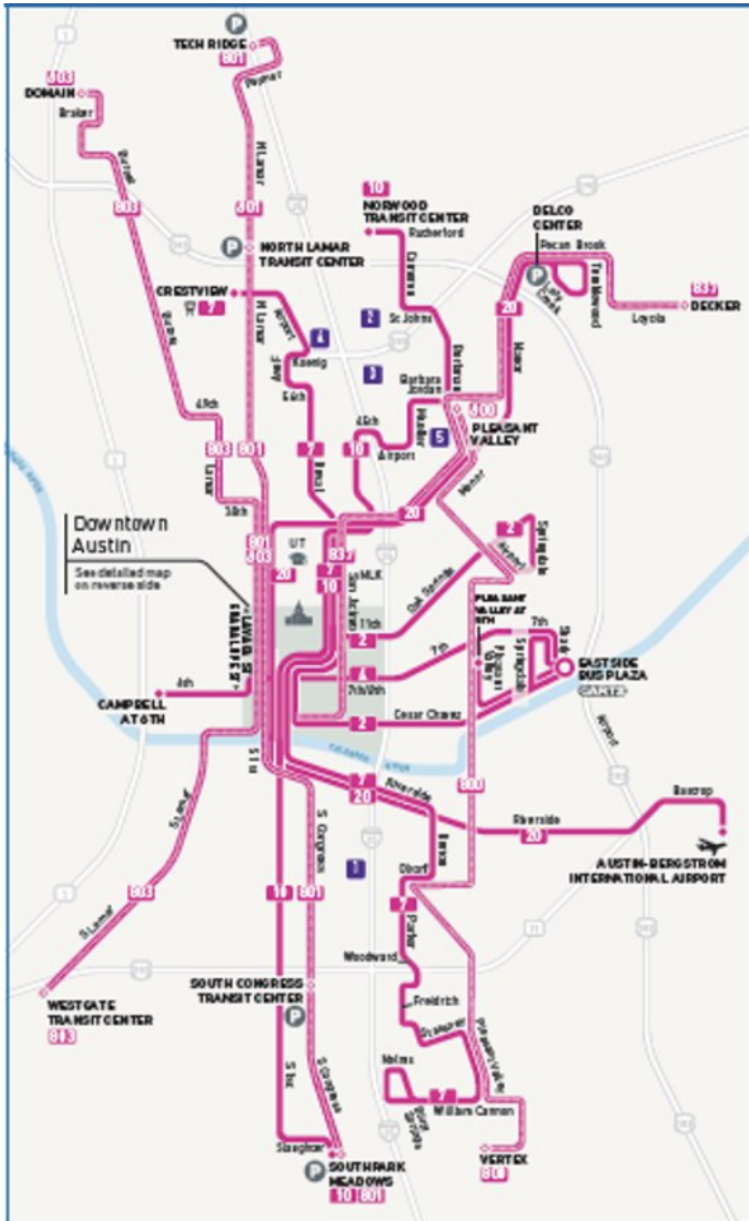
## SXSW® WEEK 1 (MARCH 7-9)

|          | first southbound train | trains run every | last northbound train from Downtown |
|----------|------------------------|------------------|-------------------------------------|
| Friday   | 5:41 a                 | 30-60 mins       | 2:30a                               |
| Saturday | 10:12a                 | 37 mins          | 2:22a                               |
| Sunday   | 10:12a                 | 37 mins          | 12:31a                              |

## SXSW® WEEK 2 (MARCH 10-15)

|           | first southbound train | trains run every | last northbound train from Downtown |
|-----------|------------------------|------------------|-------------------------------------|
| Mon–Thurs | 5:41 a                 | 30–60 mins       | 12:30a                              |
| Friday    | 5:41 a                 | 30–60 mins       | 2:30a                               |
| Saturday  | 10:12a                 | 37 mins          | 2:22a                               |

# High-Frequency Routes Serving Downtown

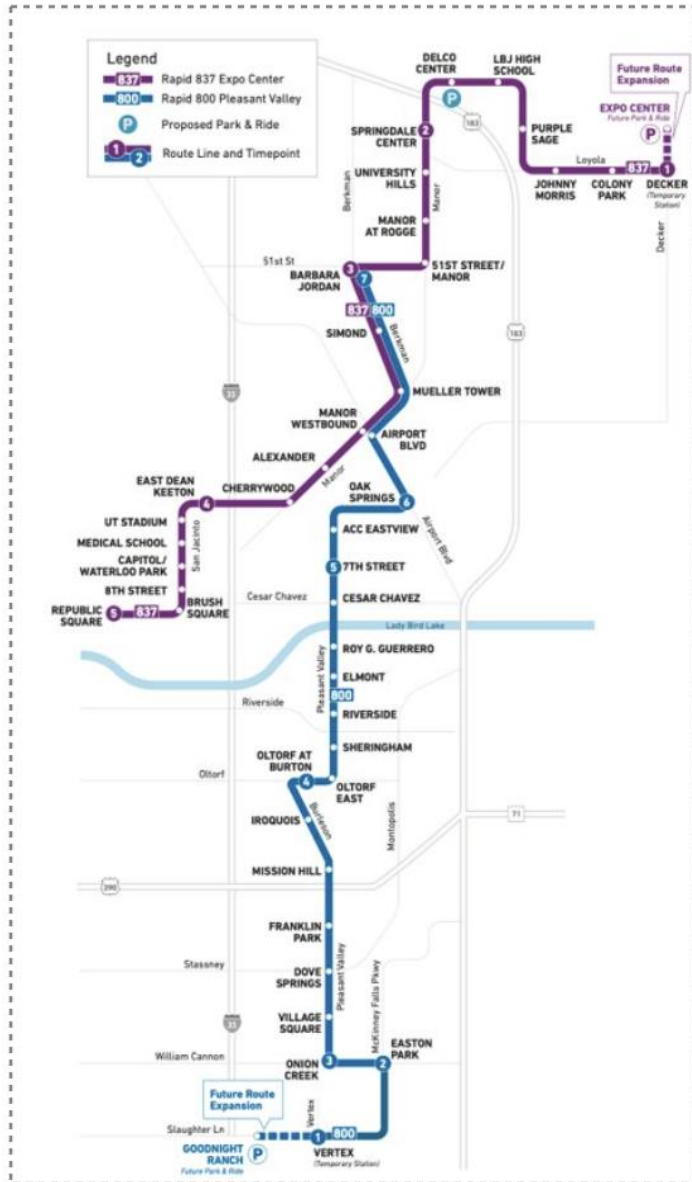


- Bus service every 15 minutes during peak hours, 7 days a week
- Operates until midnight on weekdays and Saturdays
- Get to and from the airport on frequent Route 20 Manor Road/Riverside

## MONDAY – SUNDAY

|          | first bus  | buses run every | last bus    |
|----------|------------|-----------------|-------------|
| Mon-Fri  | ~5:00 a.m. | 15-30 minutes   | ~12:00 a.m. |
| Saturday | ~6:00 a.m. | 15-30 minutes   | ~12:00 a.m. |
| Sunday   | ~6:00 a.m. | 15-30 minutes   | ~11:00 p.m. |

# New Rapid Services Connecting Customers



- Starting February 23, 2025, CapMetro is introducing two new Rapid routes!
- These routes will offer brand new connections and enhance transit connectivity to areas east of I-35
- Buses will arrive every 20-30 minutes
- Rapid 837 will be on a temporary detour from 6th Street due to street closures



# Late-Night Services

- Night Owl services run between popular late-night destinations and local neighborhoods from midnight to 3:00 a.m.



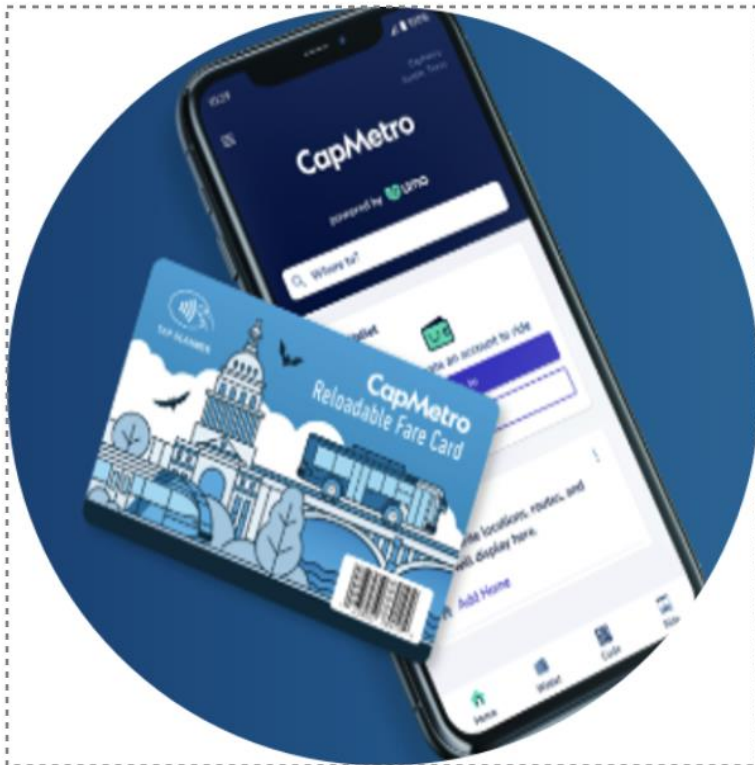
## WEEKDAY AND SATURDAY NIGHTS

|                    | first bus  | buses run every | last bus  |
|--------------------|------------|-----------------|-----------|
| 481 North Lamar    | 12:10 a.m. | 20 mins         | 3:10 a.m. |
| 483 Riverside      | 12:10 a.m. | 40 mins         | 3:10 a.m. |
| 484 South Lamar    | 12:10 a.m. | 45 mins         | 3:10 a.m. |
| 485 Cameron        | 12:10 a.m. | 35 mins         | 3:05 a.m. |
| 486 South Congress | 12:10 a.m. | 30 mins         | 3:10 a.m. |

# Plan Ahead

Expect crowds, all the more reason to ditch the stress and costs of driving and parking by taking CapMetro to the fun!

Buy your fare at our ticket vending machines on Rail platforms or use the Umo app. You can use Transit app to plan your trip and find your best transit option. Learn More at [capmetro.org/sxsw](https://capmetro.org/sxsw).





# Austin-Travis County EMS 2025 SXSW/Spring Festival

Stephen White

Assistant Chief

ATCEMS

# ATCEMS @ SXSW

## PATIENT COLLECTION POINT (PCP)

- Operational 1500-0300
- Located 100 & 200 blocks of E. 5<sup>th</sup> St

## PCP RESPONSE AREA

- Geo-fenced area (generally):
  - North – 7<sup>th</sup> St
  - South – Cesar Chavez + Rainey
  - West – Colorado
  - East – Comal St
  - Also includes Waterloo/Moody Amp.



# ATCEMS @ SXSW



## EXTRA PERSONNEL FOR PCP

- Command/Control/Comms in EvOC
- New for 2025, CHP Mental Health Resource
- Dedicated personnel in tent
  - Patient monitoring & disposition
  - Dedicated transport units
    - GOAL – always 1 available for critical patient
  - Smaller footprint vehicles for responses
    - Motorcycles
    - Polaris utility vehicles (SRU's)

## PCP OBJECTIVES

- Reduce impact of event on 911 system
- Reduce impact on SXSW with fewer disruptive responses
- Increase pedestrian safety



# ATCEMS – Other Teams/Capabilities

## Rescue Task Force (RTF)

- Joint agency (ATCEMS, APD, AFD)
- Reduce time from point of injury to advanced life support
- Increase survivability of patients
- Increase Command & Control ability

**HOURS VARY FROM PCP**

## Unmanned Aerial Systems (UAS)

- Joint agency (ATCEMS, APD, AFD, DPS)
- Increased situational awareness for EvOC
- Provide real-time information to personnel at scenes

**HOURS VARY FROM PCP**

Chief Brian Patterson  
Austin Fire Department



# Austin Fire Dept. Special Events

## Overview

- Assists with the intake and review of event applications, site and safety plans
- Meets with organizers (initial and ongoing)
- Performs site visits, and pre-event inspections.
- Based on fire and life safety requirements, AFD will coordinate services such as fire watch and/or unit standby as needed based on the size, complexity, or need of fire safety coverage during the event to ensure compliance.





# Austin Fire Dept. Special Events

## Goal

- The goal of AFD Special Events (SE) is to provide the safest environment possible for temporary special events within the city by ensuring that events are compliant with the fire and life safety codes.
- Special Events provides a safe and secure environment for our residents and visitors to the city, allowing them to enjoy the wonderful events the city has to offer.



# Austin Fire Dept. Special Events

## Austin Fire Department's Special Events (SE) unit SXSW / Spring Festival 2025

- Event Site Inspections
- Provide Fire Watch as needed
- PACE Team
  - > PACE Team – Public Assembly Code Enforcement.
- Night Inspections
- Staffing Command Post



# **Austin Fire Dept. Special Events**

Any questions or issues related to AFD Special Events you reach us at

[afdspecialevnts@austintexas.gov](mailto:afdspecialevnts@austintexas.gov)

Lt. Chris Juusola  
Austin Police Department



# SXSW

2025  
March 7 - 15

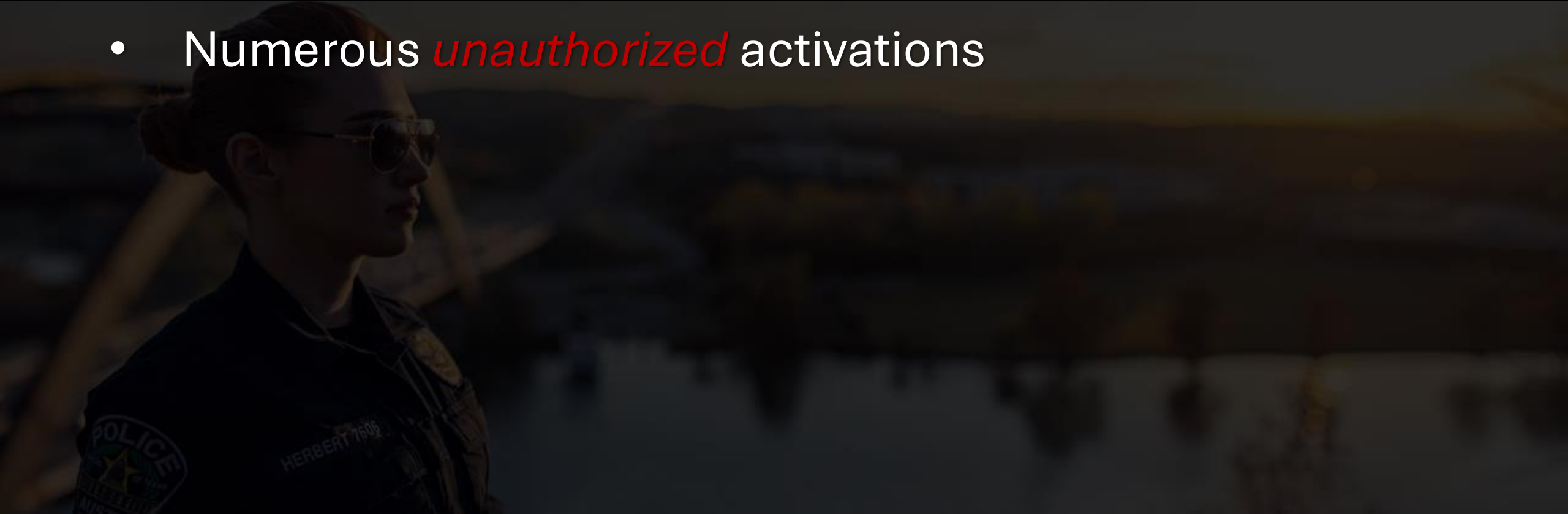
## Conference & Spring Festivals



DOWNTOWN AREA COMMAND  
**AUSTIN POLICE**  
**DEPARTMENT**

# SXSW HISTORY

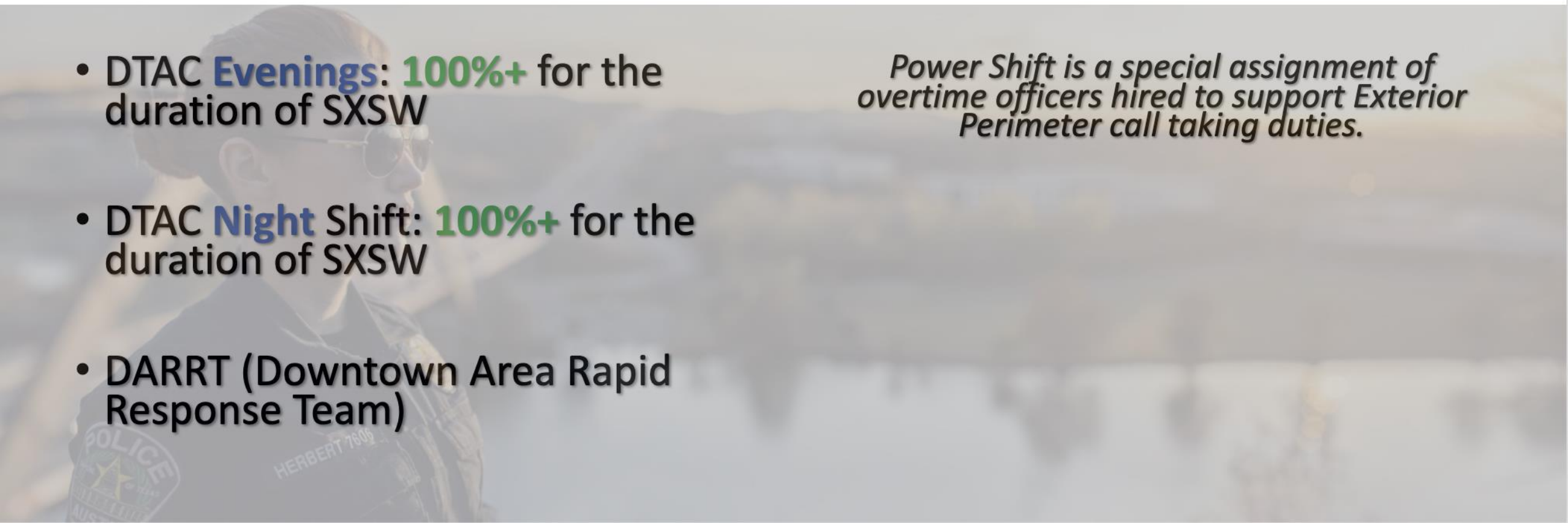
- Prior SXSW Conference & Festivals has reached **~350,000** attendance
- **60+** venues with authorized SXSW activations
- Numerous *unauthorized* activations



# DTAC PATROL STAFFING

- DTAC **Day** shift: **100%+** for duration of SXSW
- DTAC **Evenings**: **100%+** for the duration of SXSW
- DTAC **Night** Shift: **100%+** for the duration of SXSW
- DARRT (Downtown Area Rapid Response Team)
- DTAC **Power Shift**: **100%** for the duration of SXSW

*Power Shift is a special assignment of overtime officers hired to support Exterior Perimeter call taking duties.*



# DTAC PATROL AREAS

## Interior Perimeter

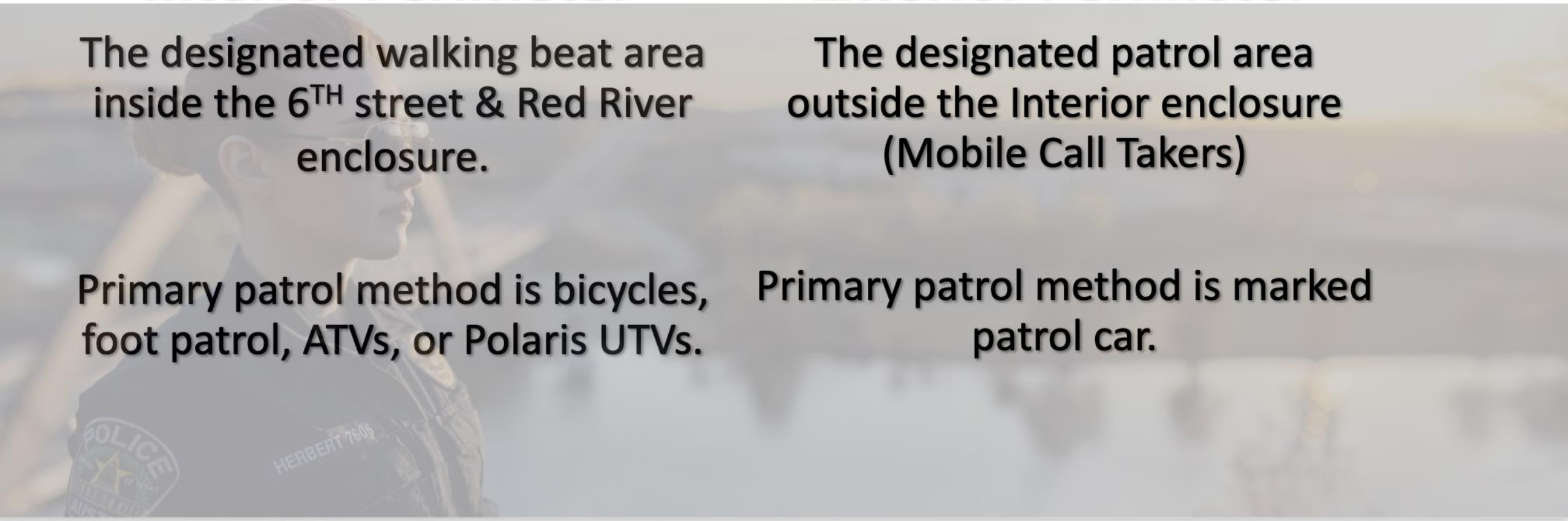
The designated walking beat area inside the 6<sup>TH</sup> street & Red River enclosure.

Primary patrol method is bicycles, foot patrol, ATVs, or Polaris UTVs.

## Exterior Perimeter

The designated patrol area outside the Interior enclosure (Mobile Call Takers)

Primary patrol method is marked patrol car.





# **DTAC PATROL SPECIAL ASSIGNMENTS**

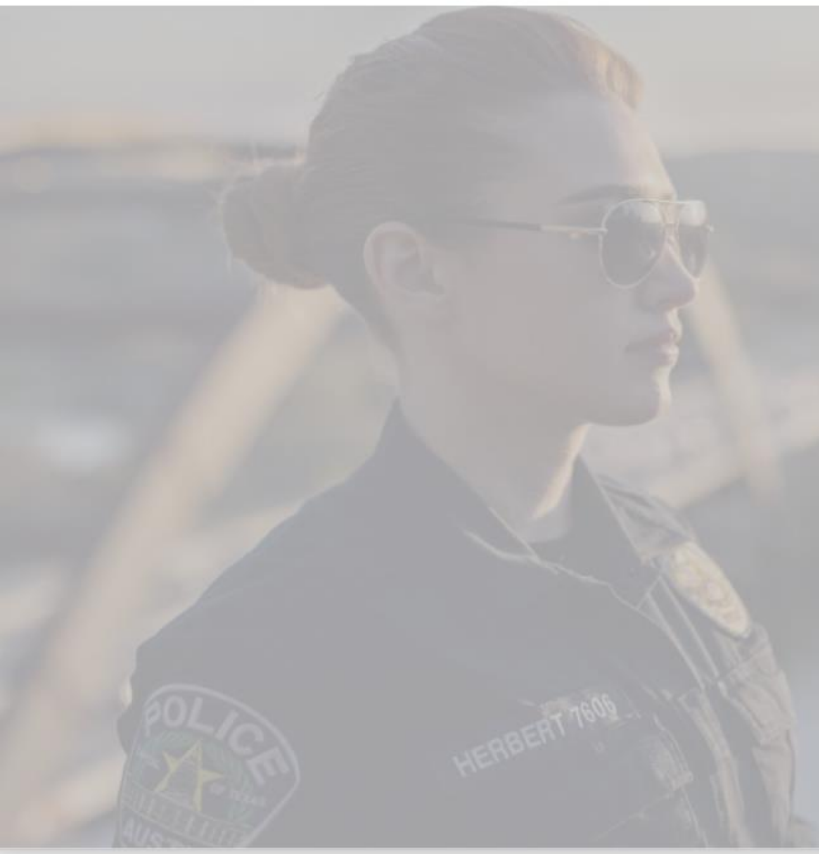
**Warehouse District**

**Congress Avenue**

**West Sixth St. District**

**Rainey St. District**

*These assignments are as needed based on factors such as time of day, day of week, active venue density, crowd projections, and actual crowd density.*



# SXSW SPECIAL ASSIGNMENTS

- **PACE (Public Assembly Code Enforcement) Teams –**  
Fire Marshall/Police/Code Enforcement
- **Towing** Enforcement teams
- **Traffic** Congestion teams
- **Sound** Enforcement teams
- **Barricade** closure officers **24/7**



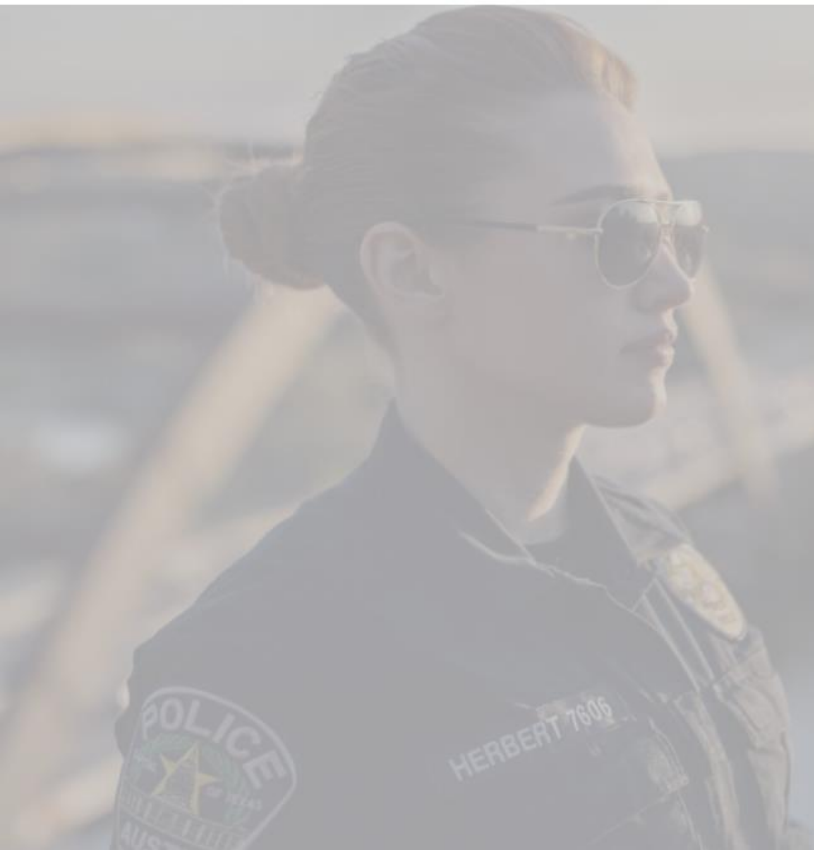
# SPECIALIZED UNIT SUPPORT

In addition to the officers assigned to the Downtown Area Command on uniformed patrol, special assignments, and SXSW enforcement teams, the department has assigned **Specialized Units** during the Spring Festival Season to ensure and enhance public safety throughout the event.

- Counter Assault Strike Team (**CAST**)
- Special Response Team (**SRT**)
- Mounted Patrol
- Air Support (**Helicopter & Drones**)
- Bomb Squad (**EOD**)
- Organized Crime Division (**OCD**)
- Metro Tactical Units (**Street Crimes**)

# PROPERTY & VIOLENT CRIME

Every officer, enforcement teams, special assignment teams, and the specialized support units are all pieces of both individual and coordinated multi-disciplined **crime control strategies** to reducing or preventing property and violent crimes during each **Spring Festival season.**



# PROPERTY & VIOLENT CRIME

## Some of these crime control strategies include:

- High Visibility **Saturation Patrols** (*Foot-Bike-Motorcycle-ATV-UTV-Patrol Cars*)
- Crime **Prevention** through Environmental Design
- Area specific **Property Crime** Operations
- Coordinated **Violent Crime** Operations
- Live Monitoring of Events with **HALO** cameras
- Open Air **Narcotic Sales** Investigations
- Priority **Repeat Offender** Operations
- Area specific **Quality of Life** Crimes

# 2024 Statistics

AUSTIN (KXAN) — On Thursday, the Austin Police Department released information related to its efforts to combat violent crimes during the 2024 South by Southwest festival.

During SXSW, APD launched a Violent Crimes Initiative in the downtown Austin area. The initiative ran from March 8 through March 17. Throughout the operation, APD said it **seized 46 firearms and made 153 arrests**. The arrests were related to charges of **unlawfully carrying a weapon, possession of a controlled substance, warrants for homicide and robbery, public intoxication and fighting**.

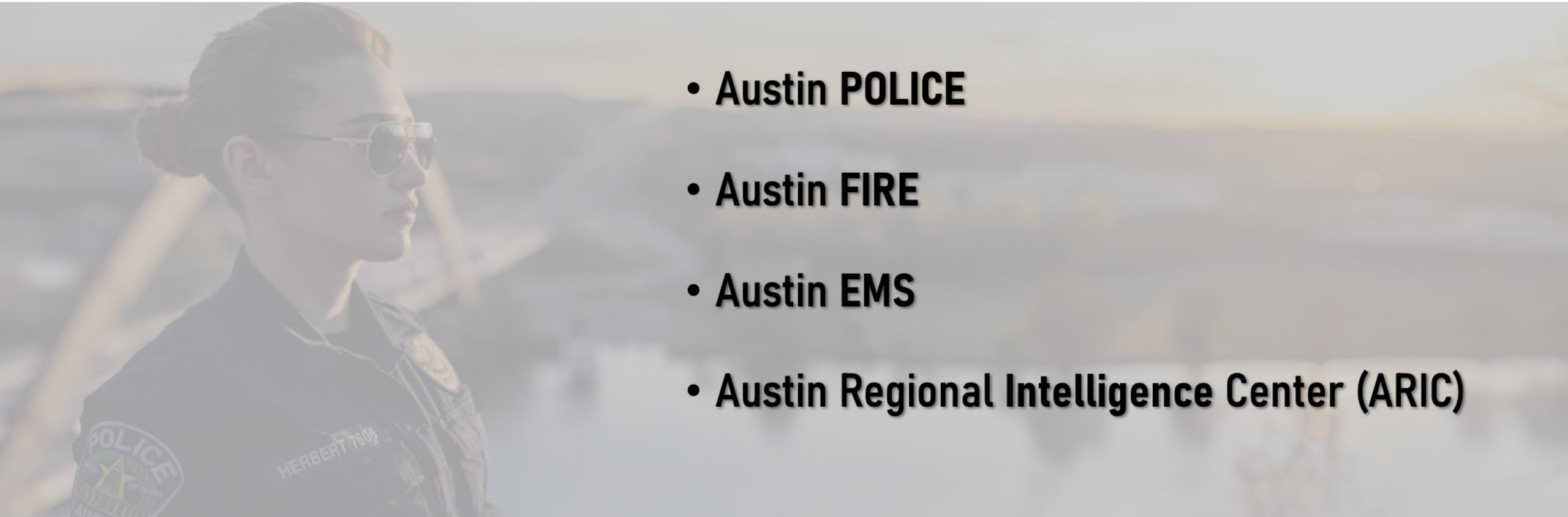
“Every year the City celebrates Spring Festival, the Austin Police Department along with all city departments work closely by coordinating to take necessary measures and precautions to ensure the safety and well-being of our community and visitors. Our joint efforts aim to create a secure environment for everyone to enjoy the festivities,” APD said.

[Nearly 50 firearms seized, 150+ arrests made during SXSW | KXAN Austin](#)

# UNIFIED COMMAND

The following agencies or organizations  
co-located make up the SXSW 2025  
Unified Command structure:

- Austin POLICE
- Austin FIRE
- Austin EMS
- Austin Regional Intelligence Center (ARIC)



# UNIFIED COMMAND

The following agencies or organizations  
co-located make up the SXSW 2025  
Unified Command structure:

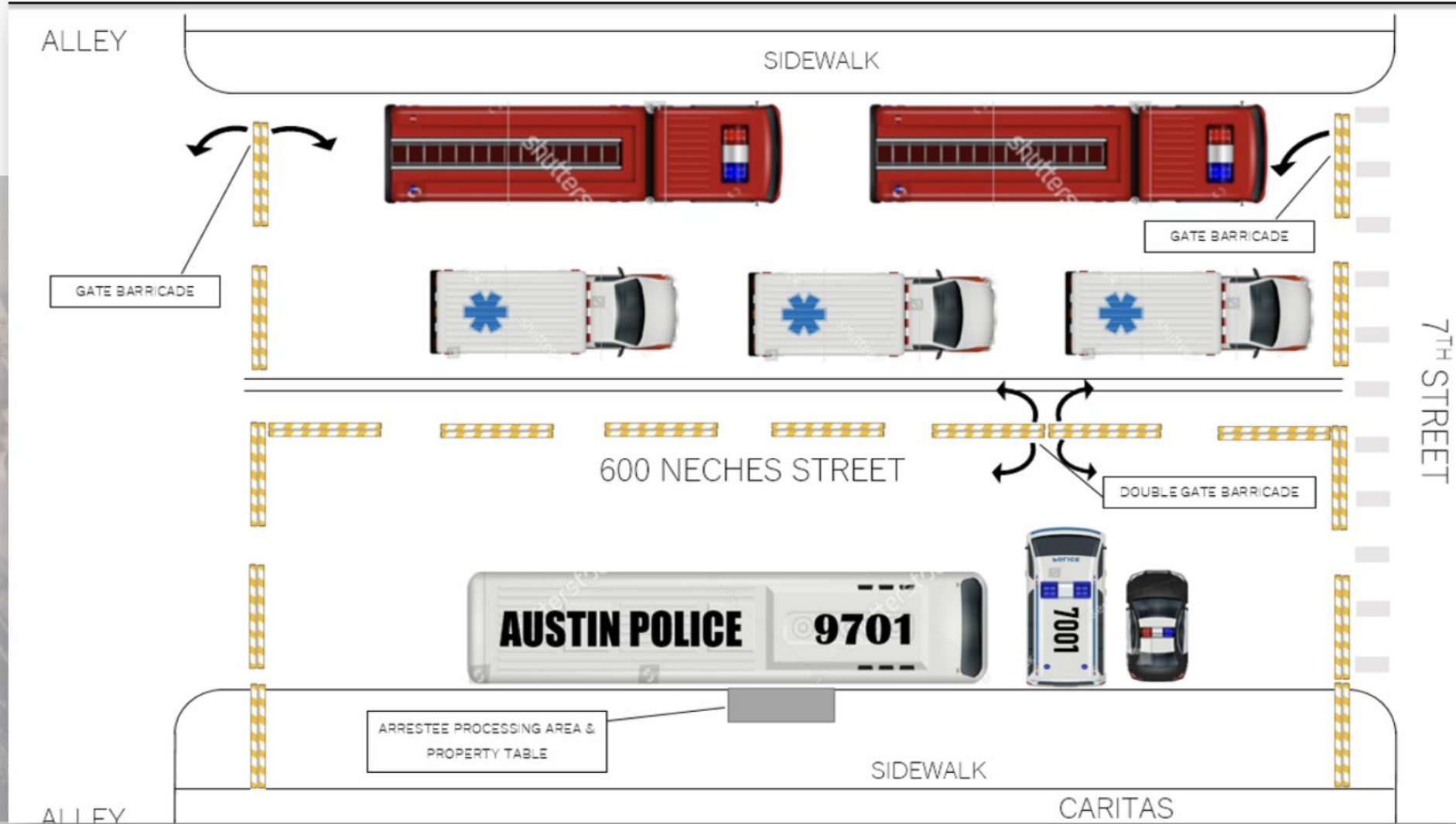
- COA: Homeland Security Emergency Management (HSEM)
- COA: Transportation
- COA: Code Enforcement
- COA: Public Information Office (PIO)
- COA: Austin Center for Events (ACE)
- SXSW Representatives





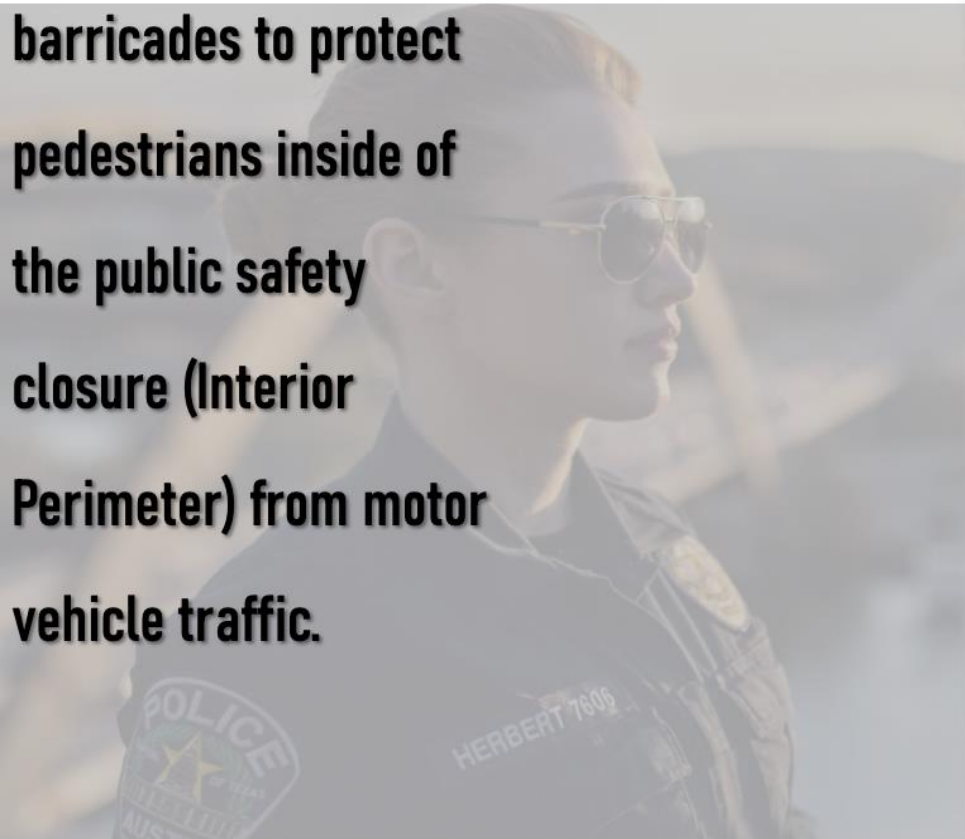
# PUBLIC SAFETY ZONE

In 2022, the Austin Police Department established a multi-purpose dedicated Public Safety Zone for Police, Fire, and EMS. The area facilitates rapid ingress and egress for emergency services as well as a Temporary Field Arrestee Processing area.



# PHYSICAL SECURITY MEASURES

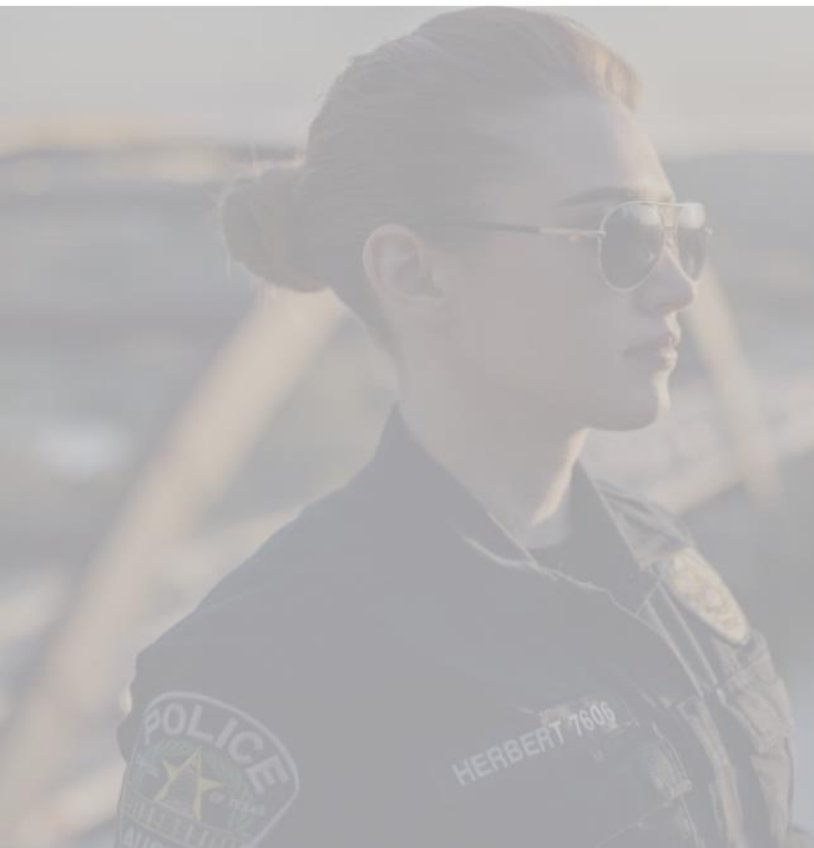
**Austin Police will be utilizing mobile heavy barricades to protect pedestrians inside of the public safety closure (Interior Perimeter) from motor vehicle traffic.**



# EMERGENCY 911

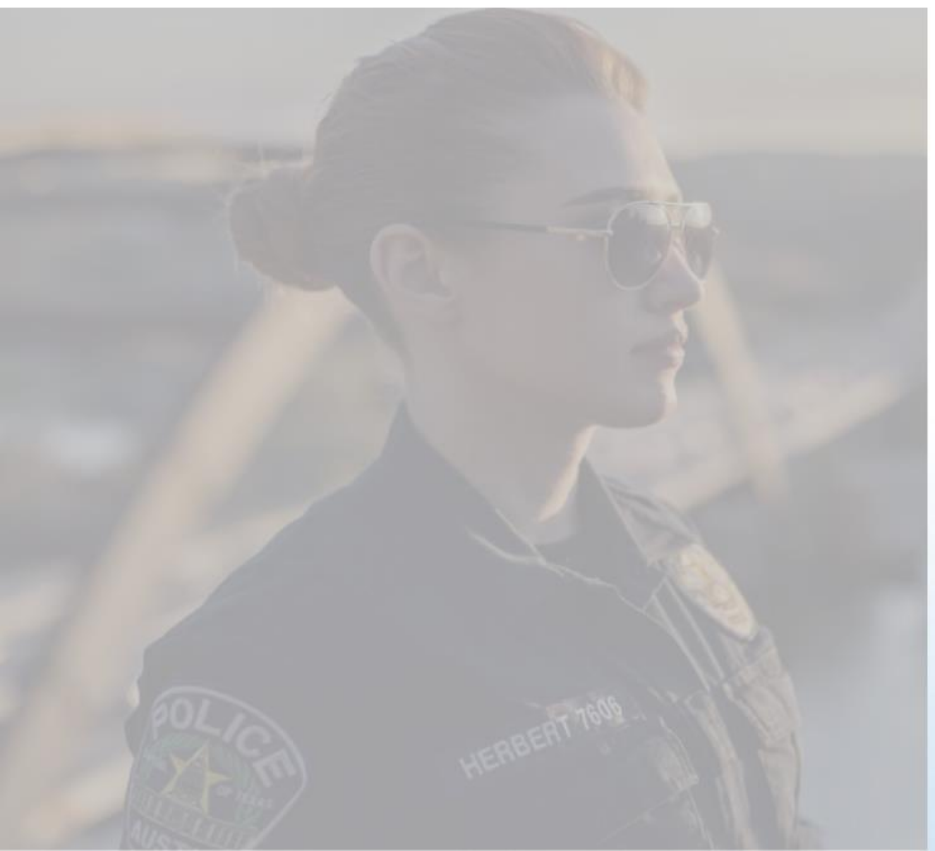
## When should someone call **911**?

- When a suspect involved in a crime is **still on scene** or within your sight.
- **Imminent threat** to life or property
- Injury requiring **immediate medical attention**
- Injury caused by an **assault**



if you  
**SEE** something | **SAY** something®

If you see suspicious activity—  
**report it** to local law enforcement  
or a person of authority.



**EXPRESSED OR IMPLIED THREAT**  
Communicating a spoken or written threat to commit a crime that could harm or kill people or damage a facility, infrastructure, or secured site



**OBSERVATION/SURVEILLANCE**  
A prolonged or unusual interest in facilities, buildings, or infrastructure beyond casual or professional interest, in a suspicious manner



**PHOTOGRAPHY**  
Taking pictures or videos of persons, facilities, buildings, or infrastructure in a covert manner, such as taking photos or video of security-related equipment or personnel, infrequently-used access points, or the structure of a building



**THEFT/LOSS/DIVERSION**  
Stealing or diverting items—such as equipment, uniforms, or badges—that belong to a facility or secured site



**TESTING OR PROBING OF SECURITY**  
Challenging or testing a facility's security or IT systems to assess the strength or weakness of the target



**AVIATION ACTIVITY**  
Operating or interfering with the operation of an aircraft that poses a threat of harm to people and property



**BREACH/ATTEMPTED INTRUSION**  
Unauthorized people trying to enter a restricted area or impersonating authorized personnel



**MISREPRESENTATION**  
Presenting false information or misusing documents to conceal possible illegal activity



**ELICITING INFORMATION**  
Questioning personnel beyond mere curiosity about an event, facility, or operations



**ACQUISITION OF EXPERTISE**  
Gaining skills or knowledge on a specific topic, such as facility security, military tactics, or flying an aircraft



**CYBERATTACK**  
Disrupting or compromising an organization's information technology systems



**RECRUITING/FINANCING**  
Funding suspicious or criminal activity or recruiting people to participate in criminal or terrorist activity



**SABOTAGE/TAMPERING/VANDALISM**  
Damaging or destroying part of a facility, infrastructure, or secured site



**MATERIALS ACQUISITION/STORAGE**  
Acquisition and/or storage of unusual materials such as cell phones, radio controllers, or toxic materials



**WEAPONS COLLECTION/STORAGE**  
Collection or discovery of unusual amounts of weapons including explosives, chemicals, or other destructive materials



**SECTOR-SPECIFIC INCIDENT**  
Actions which raise concern to specific sectors, (e.g., power plant) with regard to their personnel, facilities, systems, or functions

# Presenter Contact Information:

- Christian Mella (SXSW): [Christian@sxsw.com](mailto:Christian@sxsw.com)
- Tami Richter (SXSW): [Tami@sxsw.com](mailto:Tami@sxsw.com)
- Connor Tester (SXSW): [Connor@SXSW.com](mailto:Connor@SXSW.com)
- Bill Manno (ACE): [William.Manno@Austintexas.gov](mailto:William.Manno@Austintexas.gov)
- Jordan McGee (CapMetro): [Jordan.McGee@capmetro.org](mailto:Jordan.McGee@capmetro.org)
- Steve White (Austin-Travis County EMS): [Stephen.White@Austintexas.gov](mailto:Stephen.White@Austintexas.gov)
- Chief Patterson (Austin Fire Department): [Brian.Patterson@Austintexas.gov](mailto:Brian.Patterson@Austintexas.gov)
- Lt. Juusola (APD): [Christopher.Juusola@Austintexas.gov](mailto:Christopher.Juusola@Austintexas.gov)

# Open Q&A

Mark your calendar...

Downtown Safety Forum – 8:30-9:30 a.m. Thursday, March 20

Issues & Eggs – 7:30-9:00 a.m. “6<sup>th</sup> Street’s Next Act”  
St. David’s Episcopal Church (301 E 8<sup>th</sup> Street)