

FACT SHEET: Urban Commerce and Security Study (UCASS)

The UCASS Concept:

There is often a perceived conflict between freedom of economic activity and the need for increased security. Perhaps this is most apparent in Lower Manhattan, a vibrant center of the City and hub of economic activity where the history of terrorist attacks makes the emphasis on security vitally important. Are the goals of enhanced economic activity and increased security necessarily in conflict? That is the question underlying the Urban Commerce and Security Study (UCASS).

The UCASS project aims to assess the economic impact of security initiatives and event scenarios (initially in the Lower Manhattan region, but soon to be expanded to areas in Los Angeles and elsewhere) and to develop a general methodology to understanding the interplay between security and commerce, one that would be widely applicable to situations arising in diverse urban settings around the country. The project also seeks to develop tangible planning and decision support tools based on sophisticated modeling methods to provide homeland security managers and practitioners the ability to review the business and consumer behavior impact of implementing various countermeasures.

UCASS Homeland Security Partners:

CCICADA has engaged several key homeland security partner agencies under the UCASS project, including Port Authority of New York and New Jersey Office of Emergency Management; City of New York, Office of the Mayor; City of New York, Office of Emergency Management; City of New York, Police Department; New Jersey Office of Homeland Security and Preparedness.

UCASS Project Expansions:

The UCASS concept and approach is proving to have broader homeland security interest and application. CCICADA has been working with the New Jersey Office of Homeland Security and Preparedness and its Mall Security Working Group in the review of similar commerce vs. security questions and methods. CCICADA is also engaged with the US Department of Homeland Security and venues of the National Football League (the Super Bowl site in Indianapolis, IN and MetLife Stadium in New Jersey) in the review of stadium security procedures with the same goal of implementing effective and efficient procedures while minimizing spectator inconvenience. CCICADA is also working with the DHS Office of Risk Management and Analysis to find ways to evaluate behavioral/psychological consequences of events under the UCASS concept.

