

BAYCOM

A lifeline in the moments that matter

CASE STUDY: SMARTER SECURITY FOR PUBLIC SPACES

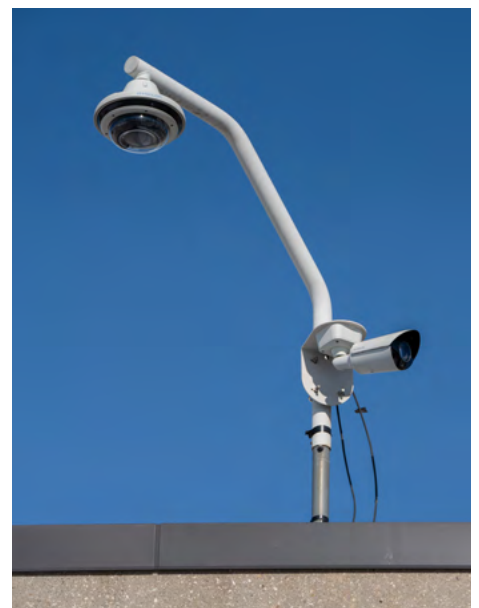
How a large Wisconsin municipality strengthened public safety with proactive video surveillance and access control

A practical example of modern municipal security done right

Public spaces require more than reactive security. For one large Wisconsin municipality, securing a diverse network of environments meant rethinking how technology could deliver proactive protection, stronger accountability, and long-term operational value without sacrificing accessibility or public trust.

In partnership with BAYCOM, the city implemented a scalable, analytics-driven security strategy designed for long-term performance. Today, the unified system includes **more than 327 strategically deployed cameras across 44 locations**, delivering consistent visibility, proactive protection, and measurable value across public spaces—with additional deployments planned as coverage continues to expand.

This case study examines the municipality's operating environment and the challenges it faced, along with the goals and success criteria used to guide its security investment. It outlines the collaborative approach BAYCOM used to design and implement a scalable, citywide strategy and **highlights real-world deployment examples** across a range of public environments.



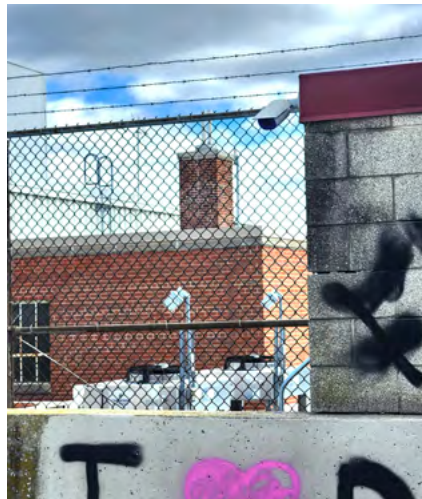
THE ENVIRONMENT

The municipality manages a diverse portfolio of public assets, including:

- Parks and recreation spaces
- Libraries and public buildings
- Parking ramps and downtown environments
- Public transit connections and pedestrian walkways
- Police facilities and municipal offices

These environments experience high foot traffic, extended operating hours, and limited on-site staffing. Incidents often occurred during evenings, overnight hours, or peak seasonal use when visibility was limited, and response times were longer.

Without continuous monitoring, issues such as vandalism, property damage, and unsafe behavior were often discovered after the fact. Leadership recognized that improving safety required consistent, reliable visibility across locations at all times, enabling faster response, stronger accountability, and better prevention.



THE CHALLENGE

Like many municipalities, the organization faced a combination of aging infrastructure and increasing expectations:

- Legacy video systems nearing end of life
- No surveillance coverage in many parks and public spaces
- Ongoing vandalism, graffiti, and property damage
- Limited visibility into incidents occurring outside staffed hours
- Coverage gaps and blind spots in existing camera layouts
- Multiple departments operating independently without a unified platform
- Rising costs associated with repairs, cleanup, and reactive response

The municipality needed a proactive solution that could scale citywide, support multiple departments, and deliver measurable long-term value—not just isolated upgrades.

SUCCESS CRITERIA

Leadership established clear criteria and priorities for the initiative:

- Prevent vandalism and damage—not just document it
- Improve safety for residents, visitors, and employees
- Provide high-quality video evidence for investigations
- Eliminate blind spots and improve situational awareness
- Centralize video management while supporting departmental needs
- Extend coverage to remote locations without existing infrastructure
- Reduce ongoing costs tied to repairs and reactive security
- Implement technology that could grow with the community

Most importantly, the municipality needed confidence that the investment would deliver ongoing operational and financial impact.



THE BAYCOM APPROACH

BAYCOM partnered closely with municipal stakeholders to design and implement a **citywide, integrated surveillance strategy** built for scale, consistency, and long-term performance.

What began as a targeted parks & recreation initiative evolved into a broader deployment across public buildings, downtown areas, parking facilities, and public safety locations. Through a phased, collaborative approach, BAYCOM implemented solutions across **44 locations citywide, including 15 municipal buildings and 29 park and downtown sites.**

Today, the county's unified video system includes **more than 327 cameras**, with additional cameras planned as coverage continues to expand into more recreational locations. Each installation supports a shared, analytics-driven platform while remaining tailored to the specific needs of each environment.

Each installation was guided by:

- On-site assessments and multi-department walkthroughs
- Risk analysis based on usage patterns, incident history, and visibility challenges
- Engineered camera placement and field-of-view modeling
- Cross-functional collaboration between IT, facilities, public safety, and operations

Rather than applying a one-size-fits-all solution, BAYCOM ensured every device served a defined purpose—whether deterring vandalism, improving awareness, or supporting investigations—while contributing to a unified system designed to scale over time.

Technologies included:

- **Multi-sensor cameras** for wide-area coverage with fewer devices
- **Dual-head** and **bullet cameras** for targeted monitoring of entrances and high-risk areas
- **PTZ cameras** for active monitoring and situational control
- **Dome** and **fisheye cameras** for interior and corridor visibility
- **Video intercom** and secure entry solutions for public-facing facilities
- Point-to-point wireless connectivity to support remote park locations without existing network access
- **On-premises video platforms** based on operational requirements

DEPLOYMENT AT A GLANCE:

44 locations citywide

15 municipal buildings

29 park and downtown locations

327 cameras installed

Solutions implemented:

To meet the city's diverse needs, BAYCOM deployed a flexible mix of advanced video surveillance, access control, and connectivity solutions across multiple environments.



H6A Dual Head Camera



H5A Multisensor Camera



H6A Bullet Camera



H6A Dome Camera



H6A Fisheye Camera



H4 Video Intercom



H6A PTZ Camera



Avigilon Ava Compact Dome Camera

CASE STUDY

PARKS & RECREATION: SECURING SHELTER BATHROOMS

Park shelter bathrooms often become hotspots for vandalism, inappropriate activity, and after-hours misuse—especially in high-traffic public spaces with limited supervision. These facilities also present unique infrastructure challenges, as many lack existing connectivity to support traditional security systems.

To improve visibility and accountability, municipalities need targeted surveillance solutions that can adapt to each location’s layout while helping deter unwanted behavior and support incident response.

CASE STUDIES: 

1. Park shelter bathrooms
2. High school
3. Public pickleball courts
4. Commercial facility
5. Pedestrian corridor
6. Public transit
7. Corporate office
8. Public safety facility
9. Parking structure
10. Public library

ADDRESSING VANDALISM AND SAFETY CONCERNS

CHALLENGE

This high-traffic park experienced ongoing vandalism and inappropriate activity in parking areas and near restroom facilities. Without surveillance cameras, incidents were often discovered after the fact, limiting the municipality’s ability to identify individuals or establish timelines.

SOLUTION

- H6A Dual Head Camera
- H5A Multisensor Camera

IMPACT

The new system provides broad coverage of the parking lot and surrounding areas, improving visibility into activity entering and exiting key locations. This allows staff and public safety personnel to:

- Deter vandalism and unwanted behavior
- Establish timelines for incidents
- Identify individuals associated with reported events
- Improve overall safety awareness in high-use public areas



Solution: H6A Dual Head Camera



Solution: H5A Multisensor Camera

CASE STUDY

PARKS & RECREATION: IMPROVING SAFETY AT HIGH SCHOOL ATHLETIC FIELDS

Athletic fields present unique security challenges, especially when valuable infrastructure is installed in open, high-traffic environments. From vandalism and unauthorized after-hours use to liability concerns, these spaces require visibility without adding complex infrastructure.

With limited connectivity at many field locations, traditional surveillance deployments can be difficult—making flexible, wireless-enabled solutions essential to protecting both people and investments.

PROTECTING HIGH-VALUE ASSETS WITHOUT EXISTING INFRASTRUCTURE

CHALLENGE

This location features newly installed turf athletic fields representing a significant investment. Leadership needed to protect the area from vandalism and unauthorized use while also reducing liability if injuries occurred outside sanctioned activities. However, the site lacked network connectivity, making traditional camera deployment difficult.

SOLUTION

- **H5A Multisensor Camera**
- Secure Point-to-point wireless connectivity installed by BAYCOM

IMPACT

BAYCOM’s Point-to-point solution enabled reliable video transmission without the need to extend internet service to the camera pole—a key differentiator that made the deployment possible. The system now helps:

- Protect high-value infrastructure from damage
- Document field usage and activity
- Support liability protection for injury claims
- Deter unauthorized after-hours use

CASE STUDIES:



1. Park shelter bathrooms
2. High school
3. Public pickleball courts
4. Commercial facility
5. Pedestrian corridor
6. Public transit
7. Corporate office
8. Public safety facility
9. Parking structure
10. Public library



Solution: H5A Multisensor Camera and Point-to-point WiFi

CASE STUDY

PARKS & RECREATION: SURVEILLANCE AT PUBLIC PICKLEBALL COURTS

Public pickleball courts have seen a surge in popularity, bringing increased usage and increased risk along with it. Smaller park environments often face challenges with vandalism, inappropriate activity, and limited infrastructure to support traditional security systems.

To maintain a safe and welcoming space for the community, municipalities need scalable, cost-effective solutions that provide clear visibility without overcomplicating deployment.

SCALED PROTECTION FOR A SMALLER LOCATION

CHALLENGE

This park faced similar concerns to other parks and recreation, including vandalism and inappropriate activity, but on a smaller scale and with limited infrastructure.

SOLUTION

- **H6A Dome Camera**
- **H5A Multisensor Camera**
- Secure Point-to-point wireless connectivity installed by BAYCOM

IMPACT

Designed as a right-sized version of the larger park deployment, the solution provides targeted coverage of key areas such as parking and restroom access points as well as a view of the courts. The system improves visibility, supports incident review, and helps deter unwanted behavior while maintaining cost efficiency for a smaller environment.

CASE STUDIES:



1. Park shelter bathrooms
2. High school
3. **Public pickleball courts**
4. Commercial facility
5. Pedestrian corridor
6. Public transit
7. Corporate office
8. Public safety facility
9. Parking structure
10. Public library



Solution: H6A Dome Camera and Point-to-point WiFi



Solution: H5A Multisensor Camera and Point-to-point WiFi



CASE STUDY

COMMERCIAL FACILITY: MODERNIZING OUTDATED SURVEILLANCE FOR BETTER VISIBILITY

Some locations within the municipality’s downtown environment included facilities that relied on aging security infrastructure. As operational needs evolved, older camera technology no longer provided the image quality, coverage, or situational awareness required for effective monitoring.

UPGRADING LEGACY SYSTEMS FOR DETAIL AND AWARENESS

CHALLENGE

This facility was operating with surveillance equipment more than 10 years old, including outdated Pan-Tilt-Zoom (PTZ) and Dome cameras. The existing system provided limited image clarity and did not capture the level of detail needed for key areas such as gated vehicle access. In addition, the PTZ camera required manual positioning and did not consistently provide full-area visibility.

SOLUTION

- [H6A Bullet Camera](#)
- [H5A Multisensor Camera](#)

IMPACT

The upgraded system delivers significantly improved image quality and coverage tailored to the facility’s operational needs. The bullet camera was strategically installed to capture close-range detail at the entry gate, enabling clear identification of vehicles and license plates. The multi-sensor camera replaced the PTZ to provide continuous panoramic coverage of the surrounding area without the need for manual control.

Together, these improvements help the facility:

- Capture critical identifying details at controlled access points
- Maintain consistent situational awareness across the property
- Reduce blind spots and reliance on manual camera movement
- Improve overall security effectiveness with modern, future-ready technology

CASE STUDIES:



1. Park shelter bathrooms
2. High school
3. Public pickleball courts
4. Commercial facility
5. Pedestrian corridor
6. Public transit
7. Corporate office
8. Public safety facility
9. Parking structure
10. Public library



Before

Outdated Dome & PTZ cameras with manual work needed



After

Solution: H5A Multisensor Camera and H6A Bullet Camera

CASE STUDY

PEDESTRIAN CORRIDOR: ELIMINATING BLIND SPOTS IN A HIGH-TRAFFIC WALKWAY

Enclosed pedestrian connections require consistent visibility to ensure safe movement and clear documentation of activity. In narrow environments, camera placement and field of view are critical to avoid gaps in coverage.

RECONFIGURING COVERAGE TO REMOVE DEAD ZONES

CHALLENGE

The existing camera layout left a critical blind spot within the corridor. Two older dome cameras were installed at the end and middle, but both were positioned in the same direction. This configuration failed to capture activity near key entry points and left portions of the walkway unmonitored.

SOLUTION

- **H6A Dome Cameras** with narrow field-of-view lenses
- Redesigned placement to optimize coverage

IMPACT

BAYCOM replaced the legacy equipment and repositioned the cameras to the center of the corridor, orienting them to monitor both entry points. The narrow lens configuration was selected specifically for the long, confined environment, ensuring full visibility throughout the space.

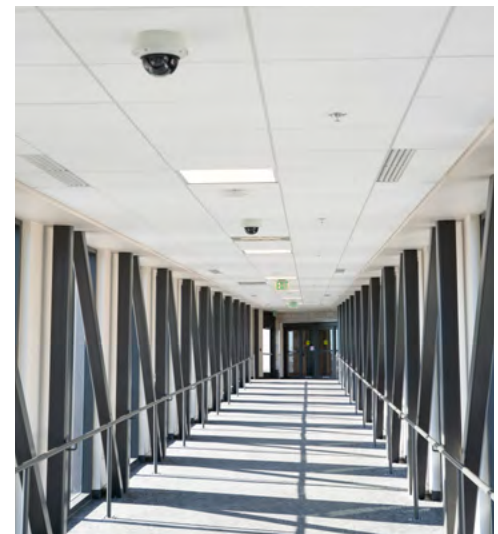
The updated layout now provides:

- Complete corridor coverage with no blind spots
- Clear visibility of entry and exit activity
- Improved incident documentation and situational awareness
- A modern, reliable solution optimized for the environment

CASE STUDIES:



1. Park shelter bathrooms
2. High school
3. Public pickleball courts
4. Commercial facility
5. **Pedestrian corridor**
6. Public transit
7. Corporate office
8. Public safety facility
9. Parking structure
10. Public library



Solution: H6A Dome Camera

CASE STUDY

PUBLIC TRANSIT: IMPROVING SAFETY IN HIGH-ACTIVITY PASSENGER AREAS

Public transit hubs require continuous visibility to safely manage the movement of buses and pedestrians throughout the day. These environments experience constant activity, making clear oversight critical for protecting riders, supporting operators, and maintaining efficient operations.

ENHANCING VISIBILITY FOR PASSENGER LOADING AND UNLOADING

CHALLENGE

The facility was operating with outdated camera technology that no longer provided the image quality or coverage needed for a busy transit environment. Leadership needed improved visibility across bus loading and unloading zones to help monitor pedestrian activity, reduce safety risks, and respond more effectively to incidents.

Transit stations present unique challenges, with frequent vehicle movement, high passenger volumes, and situations where riders may be distracted, rushing, or navigating crowded platforms. Limited coverage made it difficult to monitor near-miss situations, address safety concerns, or document events involving passengers, vehicles, or operational activity.

SOLUTION

- **H6A Dome Cameras** deployed across the full bus station loading and staging areas

IMPACT

BAYCOM installed high-resolution dome cameras to provide comprehensive visibility of pedestrian walkways, boarding areas, and vehicle activity throughout the facility. The upgraded system supports both rider safety and operational awareness across the entire loading environment.

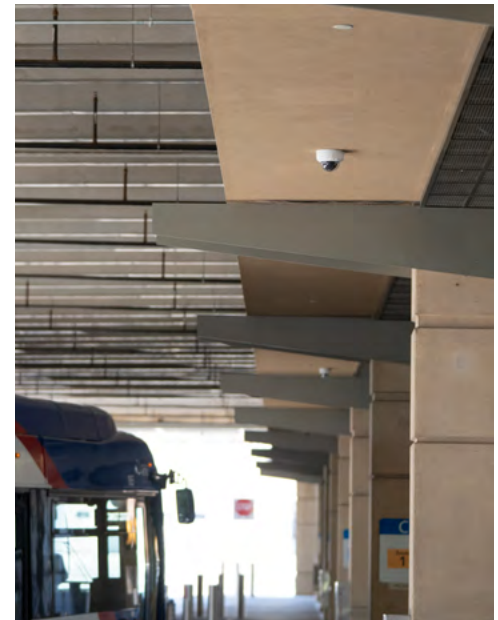
This solution helps the organization:

- Improve pedestrian safety during boarding and unloading
- Monitor bus movement and passenger flow in high-traffic areas
- Provide clear video documentation for incident review and liability protection
- Increase rider confidence and peace of mind while using the facility
- Give operational leaders better visibility into activity, safety trends, and facility use

CASE STUDIES:



1. Park shelter bathrooms
2. High school
3. Public pickleball courts
4. Commercial facility
5. Pedestrian corridor
6. **Public transit**
7. Corporate office
8. Public safety facility
9. Parking structure
10. Public library



Solution: H6A Dome Camera

CASE STUDY

CORPORATE OFFICE: IMPROVING STAFF SAFETY AND CONTROLLED ACCESS

Public-facing office environments require security measures that balance accessibility with employee safety, especially when staffing is limited or reception areas are unattended.

SECURING ENTRY WITH VISIBILITY AND REMOTE CONTROL

CHALLENGE

This facility previously had no video surveillance or access control in place. Visitors could enter the building freely, creating safety concerns when reception staff were working alone or away from their desks. Employees in nearby offices often had limited visibility into who was entering the facility.

SOLUTION

- **H4 Video Intercom** for secure entry and two-way communication
- **H6A Fisheye Camera** for 360-degree interior visibility

IMPACT

BAYCOM implemented a secured vestibule entry that allows staff to visually verify and communicate with visitors before granting access. If reception is unattended, employees can respond directly from their computers, ensuring continuous access control without increasing staffing requirements.

The fisheye camera provides full-area visibility inside the entry space, enhancing awareness after a visitor is admitted.

This solution helps the organization:

- Prevent unauthorized access
- Improve employee safety and confidence
- Maintain operational efficiency without additional personnel
- Create a professional, controlled visitor experience

CASE STUDIES:



1. Park shelter bathrooms
2. High school
3. Public pickleball courts
4. Commercial facility
5. Pedestrian corridor
6. Public transit
7. **Corporate office**
8. Public safety facility
9. Parking structure
10. Public library



Solution: H4 Video Intercom



Solution: H6A Fisheye Camera

CASE STUDY

PUBLIC SAFETY FACILITY: IMPROVING COVERAGE WHERE INCIDENTS OCCUR

Police facilities often serve as designated locations for public transactions, exchanges, and community interactions. These areas require reliable visibility to support investigations, protect the public, and ensure incidents are properly documented.

ELIMINATING COVERAGE GAPS IN A PUBLIC EXCHANGE AREA

CHALLENGE

The facility relied on an older building-mounted PTZ camera with limited coverage of the parking lot. Following a robbery in a designated public exchange area, it became clear that the existing system did not capture usable footage. The camera's distance from the activity area, combined with its reliance on manual positioning, created blind spots and inconsistent visibility.

SOLUTION

- **H6A PTZ Camera**
- **H5A Multisensor Camera** installed on a pole closer to the parking area

IMPACT

BAYCOM redesigned the coverage strategy to place surveillance where activity actually occurs. The pole-mounted multi-sensor camera provides continuous panoramic visibility of the exchange area and surrounding parking spaces, while the upgraded PTZ supports active monitoring when needed.

The updated system helps the department:

- Ensure critical incidents are fully documented
- Eliminate blind spots in high-risk public interaction areas
- Improve visibility of adjacent parking and surrounding activity
- Strengthen public safety and investigative effectiveness

CASE STUDIES:



1. Park shelter bathrooms
2. High school
3. Public pickleball courts
4. Commercial facility
5. Pedestrian corridor
6. Public transit
7. Corporate office
8. **Public safety facility**
9. Parking structure
10. Public library



Solution: H6A PTZ Camera



Solution: H6A PTZ Camera



Solution: H5A Multisensor Camera

CASE STUDY

PARKING STRUCTURE: PROTECTING HIGH-RISK PUBLIC SPACES

Parking structures present unique security challenges due to limited visibility, multiple access points, and higher risk for property crime and personal safety incidents. Effective surveillance requires strategic placement, wide-area coverage, and equipment designed to withstand public environments.

IMPROVING VISIBILITY AND PREVENTING VANDALISM

CHALLENGE

The existing system included outdated cameras that provided limited coverage and were vulnerable to vandalism. At the facility entrance, an aging dual-head camera no longer delivered reliable image quality. On the top level, a bullet camera was mounted within easy reach, allowing individuals to spray paint or tamper with the device before committing acts of vandalism.

In addition to equipment limitations, parking structures are considered high-risk environments for incidents such as vehicle break-ins, theft, vandalism, and personal safety concerns.

SOLUTION

- H6A Dual Head Camera
- H5A Multisensor Camera
- Re-engineered placement to improve visibility and reduce tampering risk

IMPACT

BAYCOM upgraded the system with modern, high-resolution cameras strategically positioned to monitor key areas including entrances, stairwells, and levels with higher incident activity. **Since installation, the municipality has reported no vandalism incidents in the monitored areas.** Camera placement was adjusted to improve coverage while reducing accessibility to prevent tampering. The enhanced system helps the municipality:

- Deter vandalism, theft, and other criminal activity
- Improve visibility across high-traffic and high-risk areas
- Capture clear evidence for incident review and investigations
- Protect equipment from damage or intentional obstruction

CASE STUDIES:



1. Park shelter bathrooms
2. High school
3. Public pickleball courts
4. Commercial facility
5. Pedestrian corridor
6. Public transit
7. Corporate office
8. Public safety facility
9. **Parking structure**
10. Public library



Before Insufficient visual coverage and poor location positioning



After Solution: H5A Multisensor Camera



Solution: H6A Dual Head Camera

CASE STUDY

PUBLIC LIBRARY: ENHANCING SAFETY WHILE MAINTAINING AN OPEN ENVIRONMENT

Libraries serve as welcoming community spaces with high daily traffic, diverse visitors, and extended hours. Security solutions must support safety and accountability while maintaining an open, accessible environment for the public.

ADDING VISIBILITY AND ADVANCED SEARCH CAPABILITIES

CHALLENGE

The facility required improved visibility to effectively monitor activity, investigate incidents, and document who entered and exited the building. Staff needed enhanced situational awareness to address concerns such as property damage, disruptive behavior, and overall safety within a busy public environment. In addition, protecting children and ensuring their safety while visiting the library was a critical priority for staff and community leadership.

SOLUTION

- [H6A Dome Cameras](#)
- [Avigilon Ava Compact Dome Camera](#)
- [H5A Multisensor Camera](#)

IMPACT

The new system provides comprehensive visibility throughout the facility while giving staff powerful tools to quickly locate and review activity. Dome cameras simplify system management, while compact dome and multi-sensor coverage improves situational awareness in larger areas.

Advanced appearance search capabilities allow users to quickly locate individuals based on attributes such as clothing color and generate timelines of movement, supporting incident investigations, locating missing children, and improving response time.

Since installation, the system has already been used to document and review a physical altercation, providing clear evidence and reinforcing staff confidence.

The upgraded solution helps the facility:

- Improve safety for visitors and staff
- Monitor for property damage and inappropriate behavior
- Quickly locate individuals or incidents using intelligent search tools
- Maintain a welcoming public environment with modern, easy-to-manage technology

CASE STUDIES:



1. Park shelter bathrooms
2. High school
3. Public pickleball courts
4. Commercial facility
5. Pedestrian corridor
6. Public transit
7. Corporate office
8. Public safety facility
9. Parking structure
10. Public library



Solution: H5A Multisensor Camera



Solution: H6A Dome Camera



Solution: Avigilon Ava Compact Dome Camera

RESULTS & MEASURABLE IMPACT

Following implementation, the municipality experienced immediate and sustained benefits:

- Noticeable reduction in vandalism across monitored locations
- Several high-risk areas reported zero graffiti or damage for more than a year
- Faster incident review and stronger evidence for investigations
- Increased staff confidence and expansion into additional facilities
- Improved situational awareness across departments
- Reduced costs associated with repairs, cleanup, and reactive security

By shifting from reactive response to proactive prevention, the municipality strengthened public safety while protecting community resources.

WHY THIS MATTERS

For municipalities and public-sector organizations, security investments must do more than add cameras. They must:

- Scale across diverse environments
- Deliver measurable return on investment
- Support proactive decision-making
- Improve operational efficiency
- Adapt as community needs evolve

This project demonstrates how a thoughtfully designed, citywide surveillance strategy can deliver long-term safety, operational value, and financial impact.



BAYCOM helps organizations design integrated security solutions that protect people, property, and public trust—without unnecessary complexity.

Start with our **Find My Security Solution tool** to receive recommendations based on your environment, industry, and operational needs:

www.baycominc.com/find-my-security-solution

What local leadership is saying:

"We're no longer finding out after the fact. The system helps us prevent issues before they escalate. BAYCOM took the time to understand what each location needed instead of forcing a standard solution. The reduction in vandalism alone made a noticeable financial impact."