

01  
Slalom  
Public Safety  
overview



# We all want to live in strong, safe, and vibrant communities. **Your mission allows us to do so.**

Every day, our nation's officers are risking their lives to prevent and reduce crime for our safety and quality of life. In our interconnected and dynamic world, your job is becoming increasingly complex while nationwide officer shortages and the dwindling perception of the profession are exacerbating the burden.

We are passionate about positively impacting the communities where we live, work, and play. Because of your commitment and courage, we're able to do so.

Thank you.



## Public safety customers



*"This is a huge deal. No other police department has a system like this that combines the data about stops with all of the other traditional early intervention data elements."*

**Virginia Gleason**, Former Bureau of services director, Oakland Police Department



# Our holistic approach empowers agencies through public safety **insights**, organizational **strategies** with modern **technology** to support officers and the communities they serve.

The Slalom Public Safety Accelerator pairs organizational strategies with technology to positively transform how your agency can leverage one of its most under-utilized assets - its data. This approach saves agencies time and money by unlocking valuable insights across systems to support effective decision-making.

# We enable your agency with modern data insights so you can make the best strategic and tactical public safety decisions

Slalom brings industry veterans and cross-functional multidisciplinary teams to address **your** pressing questions

## HOW DO WE



**Unlock real-time insights**  
through intuitive interactive dashboards



**Gain deeper understanding**  
of dynamic community needs



**Measure impacts of policies and training** on performance and operations

## SO WE CAN



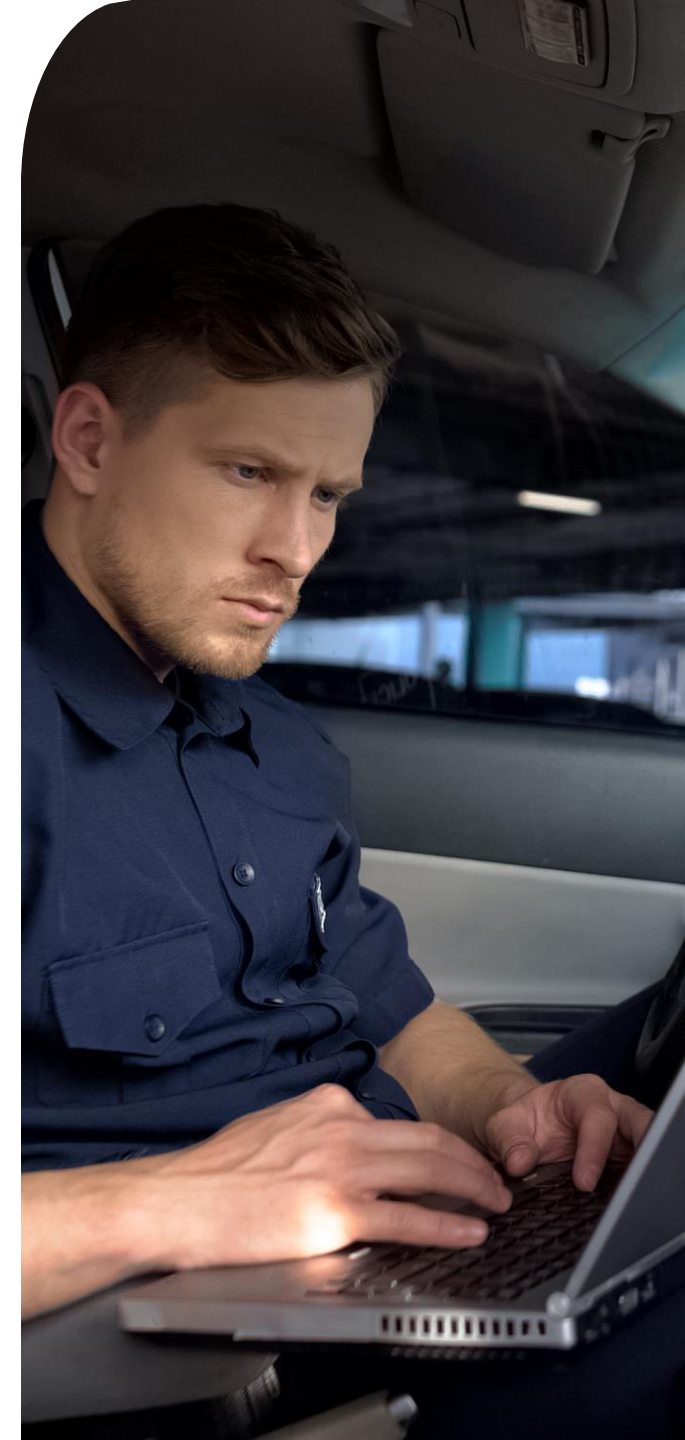
**Increase speed, accuracy, and effectiveness of** officer response



**Improve safety and wellbeing** of our police force

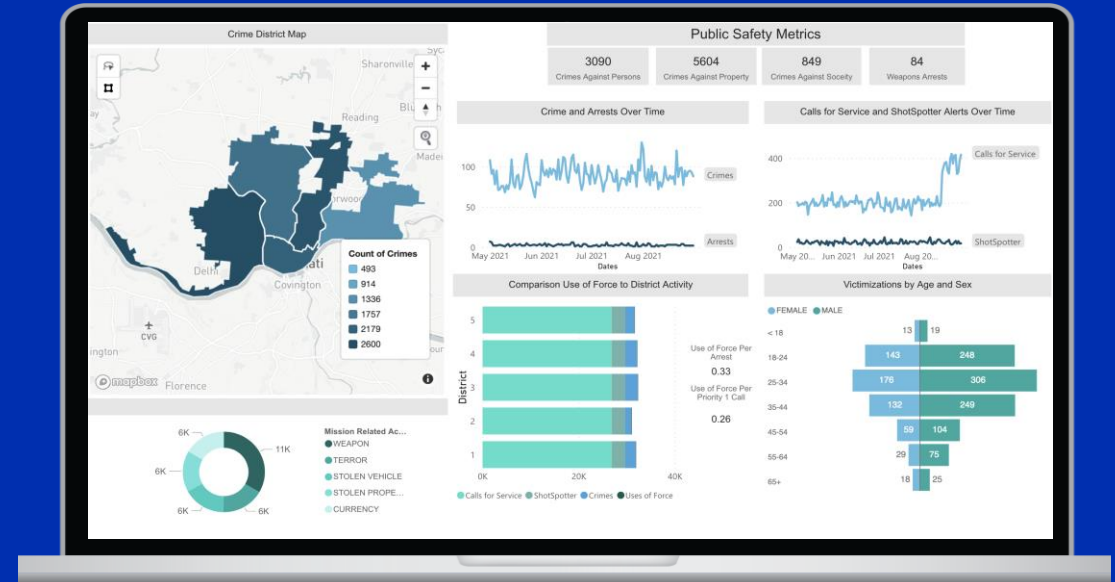


**Strengthen** community trust



# Slalom Public Safety Accelerator

A new approach to modernizing public safety to meet **your** needs





# Promoting a safer community through police transparency and trust

Slalom worked with the City of Oakland Police Department to build Microsoft Power BI dashboards that promote transparency and accountability in the way the Oakland PD serves its community.

In 2000, the Oakland Police Department received a list of 51 reforms it would have to comply with, including monitoring and addressing racial disparities in the outcomes of police activities and reducing officer-involved shootings. Many years—and millions of dollars—later, Oakland was still working to complete both the elements and spirit of the court-required tasks. But in 2017, the City of Oakland hired new leaders who were passionate about using data to build transparency and better serve the people of Oakland.

## Impact



Leaders use dashboards to accelerate important conversations and build trust in the community



Time-saving tools allow supervisors to be more effective leaders to their employees



Leaders can ask much deeper questions and make better decisions about police policies

### Customer

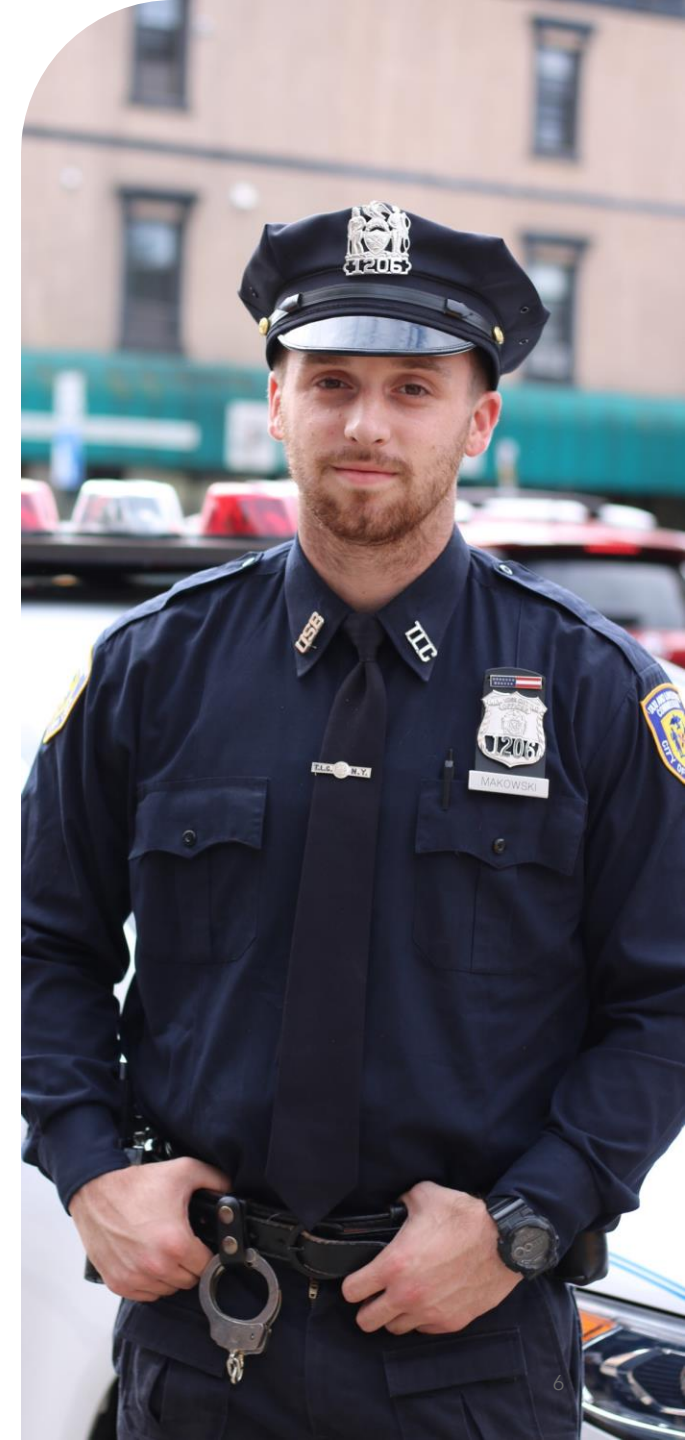
The [City of Oakland Police Department](#) is committed to reducing crime and serving the community through fair, quality policing.

### Solutions

- Microsoft Power BI dashboards
- User experience strategy
- Microsoft Azure Government Cloud
- Data visualizations
- Agile methodology

### Partners

Microsoft



## Learn more about the why behind this work, what we did, and how it's driving impact

**// We have a really powerful tool here...We can ask much deeper questions and make better decisions about our police force and policies.**

**Andrew "Pete" Peterson**

Former CIO, City of Oakland

### Why

One of the reforms that the Oakland PD hadn't implemented was building a system to track all its police activity data. Department leaders reviewed risk-related data monthly—but the data at those meetings was up to six weeks old. By the time Oakland PD presented this information to the court-appointed monitoring team, they were often sharing data from two months ago.

"A lot of times the monitors would comment on something and the captains would say, 'Actually, we fixed that a few weeks ago, you just don't see it in this report,'" says Leslie Wan, principal consultant at Slalom.

### What

Slalom set out to understand the questions that the Oakland PD needed to answer with data. To do this, we worked with Stanford University professors to analyze and reduce bias in the department's policing. The result of this effort was a hundred-page compilation of information about the Oakland PD—for example, how the officers interacted with different racial groups—and recommendations of certain types of information to capture to identify racial disparities in stops, searches, and uses of force.

Slalom produced hand-drawn prototypes depicting how this data could be visualized. Based on feedback, we created 15 Microsoft Power BI dashboards on the Azure Government cloud to satisfy the department's data needs.

### Wow

Oakland PD leaders can now access and explore these dashboards, instead of requesting a report and waiting weeks for someone else to create it.

The dashboards automatically update daily. Supervisors can see data about the arrest an officer made 24 hours ago or analyze trends across the department over the last five years, like the number of traffic stops by race.

When the federal monitoring commission saw these, they said, "This is incredible. We would like to see these in every police department. This is the best digital tool for supporting effective policing we've ever seen," says Eric Lohela, Head of Justice and Public Safety at Slalom.

# Tell your story with clarity. Let's connect.

## Eric Lohela

Justice & Public Safety  
Director

[Eric.Lohela@slalom.com](mailto:Eric.Lohela@slalom.com)  
Mobile: (805) 455-9314

## Gretchen Peri

Public & Social Impact  
Managing Director

[GretchenP@slalom.com](mailto:GretchenP@slalom.com)  
Mobile: (206) 419-7351

