Defense, Security & Justice

Virtual Building Safer Cities
Building Safe, Smart, & Connected Cities
Online | Thursday, May 13th, 2021

PUBLIC SECTOR NETWORK

Certified B Corporation

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Agenda Overview

2020 has laid bare many of the challenges faced by public safety leaders around the country. COVID-19 has caused major pressure on public safety, emergency services, municipalities, and so many other stakeholders – while the level of mistrust between police and communities of color is increasingly strained. Finding solutions to these challenges requires an 'all-hands' approach.

The Safer Cities virtual event will convene key civic safety-focused government stakeholders to explore strategies for ensuring that cities become safer over time - even with rapidly growing populations - through creating and maintaining more resilient urban environments, preventing and mitigating emergencies, and promoting public safety through sound policing.

This Public Sector Network's Safer Cities virtual event will look at relevant strategies for improved and robust public safety, including lessons learned from the COVID-19 pandemic, and how to address societal injustice in order to ensure safety and security for all.

Who attends?

- State & Local Government Public Safety Leaders
- Police, Criminal Justice & Law Enforcement
- Accident and Emergency Services
- Security, Defence and Intelligence Agencies
- Disaster Relief Agencies
- Local, State and Federal Government Planning & Policy

- Directors of Public Safety
- Directors of Risk Assessment/ Management/Mitigation
- Commissioners/Directors of Equity and Policy
- Department of Health
- Community Organizations focused on Health, Safety, & Crime Prevention

Partners

CHAIR

Microsoft

GOLD

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Speakers

Amy Hess
Chief of Public Safety,
Louisville Metro Government (KY)

Elisa T. Young, Esq.
Director, Equity and Policy,
City of Seattle (WA)

Mark P. Smith
Inspector General - Office of the Inspector General
Los Angeles Police Commission (CA)

Yael Bar Tur
Founder, Yael Bar Tur Consulting & Former-Director of Social Media and Digital Strategy, NYPD

Francisco Ramirez
Managing Solution Architect,
Red Hat

Carol P. Parks
Assistant General Manager,
Los Angeles Emergency Management Department

Kirk Lonbom
Director of Strategy and Business Development, Public Safety and Justice, US State and Local Government
Microsoft

Reasons to Attend

- Explore the most innovative strategies for crime prevention, emergency, and disaster response

- Discuss innovative policies designed to reconcile police with communities of color

- Examine lessons learned from recent protests around the country

- Learn about crisis management, planning, and coordinating a collaborative emergency response to improve speed and resilience in times of crisis

- Understand how others are reducing risk and more effectively protecting citizens by engaging with them in their livelihoods, health, cultural heritage, and socio-economic interests

- Learn about the latest technological innovations supporting the safety of cities

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Time	Session
12:00pm ET 9:00am PT	Welcome from Public Sector Network
12:05pm ET 9:05am PT	**Chair Opening:** Safer Cities – Where Do We Go From Here? Kirk Lonbom, Director of Strategy and Business Development, Public Safety and Justice, US State and Local Government, Microsoft
12:20pm ET 9:20am PT	**Government Keynote Session:** Balancing Act: Police Reform, Public Safety & Morale Amy Hess, Chief of Public Safety, Louisville Metro Government (KY) At the height of the Summer 2020 protests against racial injustice, communities across the nation were struggling to find a balance between applying meaningful and much-needed reforms, continuing to provide the needed service of public safety, and how to maintain police morale. Louisville, KY – having itself witnessed the tragedy surrounding Breonna Taylor – was, and remains, in the spotlight. Join Amy Hess for an examination of Louisville's journey toward finding a balance between those important pillars and how they will lay the foundation for a safer, more inclusive, and more resilient Louisville in the future.
12:35pm ET 9:35am PT	**Government Case Study:** Building Bridges to Achieve Resilience: Mitigating the Risks facing Los Angeles Carol P. Parks, Assistant General Manager, Los Angeles Emergency Management Department Government cannot do it alone. Whether addressing the impact of the pandemic, natural disasters, planned/unplanned events, homelessness, equity of resources/services, supply chain resiliency, and other challenges – governments must have implicated and credible partners in every endeavor. Join Carol Parks as she explores how Los Angeles' Emergency Management Department has led the way in regional collaboration and partnered with other government entities, the private sector, and community stakeholders to transform their approach to building a safer city.
12:50pm ET 9:50am PT	**Partner Session:** Cities on the Edge Francisco Ramirez, Managing Solution Architect, Red Hat The expectations of public safety officials to provide for their citizens continue to rise, even in the wake of reduced agency funding. As sources of public safety data increase, so do the challenges of gaining insights and identifying hidden threats. In this session, you will learn how open source technologies and collaboration with the community can drive data-driven insights for proactive incident response.
1:05pm ET 10:05am PT	**Government Case Study:** A Differing Approach to Policing: Building Strong Relationships Between Police and Communities of Color Through Police Oversight Mark P. Smith, Inspector General - Office of the Inspector General, Los Angeles Police Commission After a tumultuous year, it has been shown that building trust first requires building relationships – but where to start when relations are fraught with mistrust and resentment? While oversight will not solve all problems – it is an increasingly important and solicited aspect of community/police relations. Join Mark Smith for a journey through the role that oversight plays in accountability, communication, and how they are helping to lay the groundwork for greater mutual respect.
1:20pm ET 10:20am PT	Break
1:25pm ET 10:25am PT	**Fireside Chat:** Supporting a Comprehensive Public Safety Strategy with an Integrated Communication through Social Media and Beyond Yael Bar Tur, Founder, Yael Bar Tur Consulting & Former-Director of Social Media and Digital Strategy, NYPD with Alex Chard, Head of Content & Programming, Public Sector Network The challenges and threats that are impacting our cities and citizens cannot be met without a comprehensive and coherent communication strategy. The sharing of key information, data, and procedures – along with the importance of ensuring the continuity of public service and safety, even in the most dire of circumstances, must be paramount. But those considerations are irrelevant if you don't have the engagement and trust built with the community. Yael Bar Tur will lead the discussion in keeping all aspects of communication to support public safety, in-mind, by leading in those efforts. • How have you approached your communication strategy? • Is your communication team designed to and empowered around engagement and trust building? • How do you differentiate between 'communication' and 'engagement'? • What methods, means and platforms are you leveraging to engage with the community? • What impact have you seen and how has your communication strategy changed since the beginning of the COVID-19 pandemic?
1:40pm ET 10:40am PT	**Government Fireside Chat:** Operationalizing Equity: Leveraging a Racial Equity Tool Kit to Drive Programs & Policies Elisa T. Young, Esq., Director, Equity and Policy, City of Seattle (WA) with Kirk Lonbom, Director of Strategy and Business Development, Public Safety and Justice, US State and Local Government, Microsoft For over a decade, the City of Seattle has made use of a data-driven, racial equity tool kit allowing for assessments and an iterative design process on the policies and programs that impact residents. With an executive commitment to drive equity and justice initiatives throughout the city & armed with a racial equity tool kit that has been impactful in affecting policies; Elisa T. Young will share her perspective on how to operationalize equity. Explore how to leverage a racial equity tool kit to make meaningful impacts on policies, including public safety.
2:00pm ET 11:00am PT	Closing remarks from the Chair Kirk Lonbom, Director of Strategy and Business Development, Public Safety and Justice, US State and Local Government, Microsoft
2:05pm ET 11:05am PT	Virtual event adjourns