

CO-CREATING PUBLIC SAFETY WITH COMMUNITY

REGINA HOLLOWAY, VP, COMMUNITY IMPACT AND RELATIONS

MOVE BOMBING

May 13th, 1985, West Philadelphia



**MEN, WOMEN, CHILDREN
11 KILLED, 5 WERE CHILDREN**



**61 HOMES DESTROYED
250+ LEFT HOMELESS**

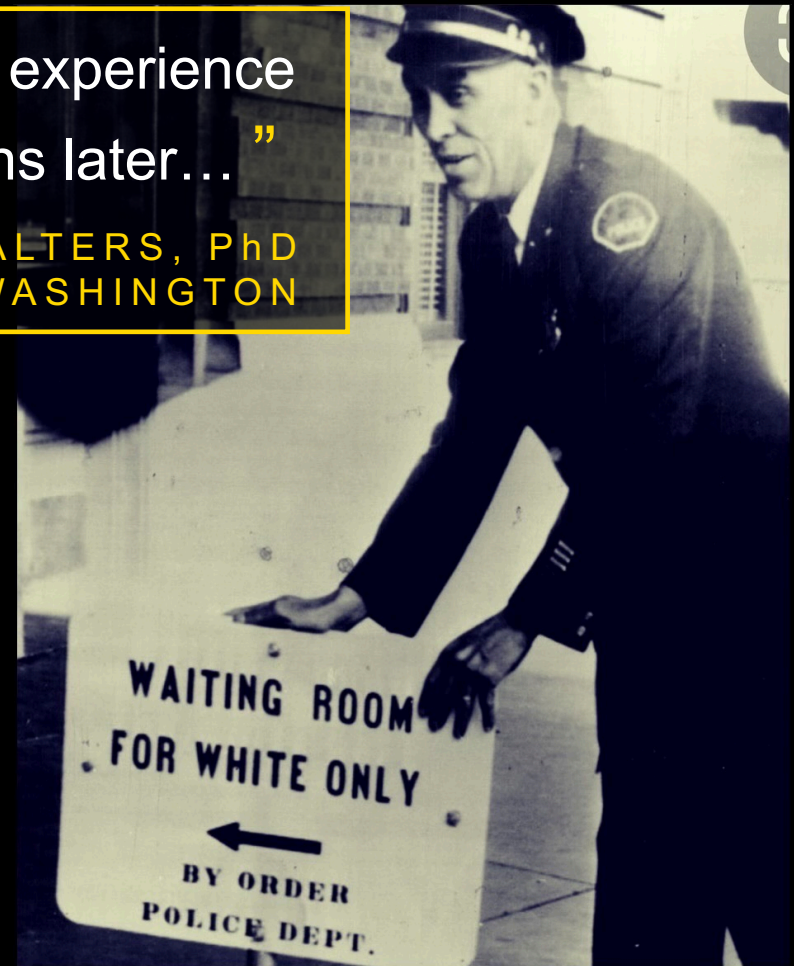
HISTORICAL TRAUMA

“ Even family members who do not have a direct experience of the trauma itself can feel the effects generations later... ”

- KARINA WALTERS, PhD
UNIVERSITY OF WASHINGTON

A Sheriff's Sale of Five Enslaved Persons, 1839

Sheriffs could seize and sell enslaved black men, women, and children in compliance with court orders as a “seizure of property” to settle a debt. This legal notice announces that a sheriff will sell Tom, Louisa, and her children Nancy, Caroline, and Eli at public auction in Milledgeville, Georgia, to satisfy their slave owner's debt.



BLACK LIVES MATTER PROTESTS



AUSTRIA



KOREA



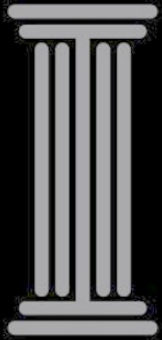
VANCOUVER



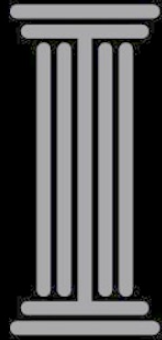
GERMANY

AXON'S COMMITMENT

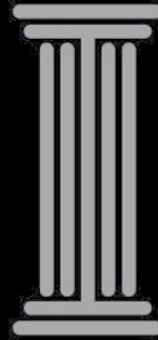
**PROTECT
LIFE**



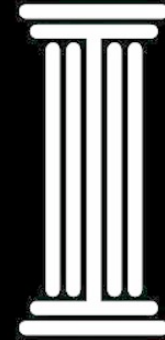
**PRESERVE
TRUTH**



**ACCELERATE
JUSTICE**



**CENTER RACIAL
EQUITY DIVERSITY
AND INCLUSION**

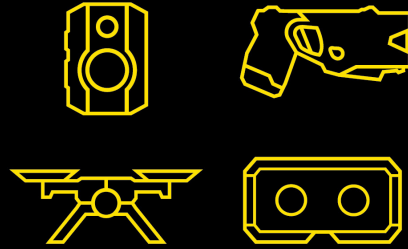


IN JULY 2020, AXON CREATED THE COMMUNITY IMPACT TEAM AND ADDED A FOURTH PILLAR TO THE BUSINESS, CEMETING **COMMITMENT TO COMMUNITY**.

AXON COMMUNITY IMPACT



**ETHICS & EQUITY
ADVISORY
COUNCIL (EEAC)**



SHARE THE TABLE



**MY90 SENTIMENT
SURVEYS**

ETHICS & EQUITY ADVISORY

Community leaders with backgrounds in **academia, AI and tech, advocacy, youth, and faith-based organizations** Informs Axon's product development to ensure products are just and equitable through the **Racial Equity Toolkit**

U.S. Council



**DR. DESMOND
PATTON**



**BERTHA
PURNELL**



**DEVON
SIMMONS**



**DR. WILNEIDA
NEGRÓN**



**TONYA
STROZIER**



**PROF. VASSILIOS
PAPALOIS**



**DESMOND
BROWN**



**DR. KAREN
GRAHAM**

U.K. Council



**MICHELLE
VILCHEZ**



**DR. BRODERICK
TURNER**



JEFF TAYLOR



LOUIS FRYE



**REV. KELVIN
SAULS**



**MAYA
MATE-KOLE**



**PROF. ALLYSON
MACVEAN**



**GILES
HERDALE**

SHARE THE TABLE

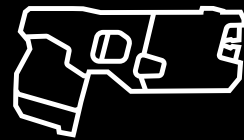
Program designed to build **transparency** and **demystify use of technology in policing**

Guided discussions surface and **address concerns**

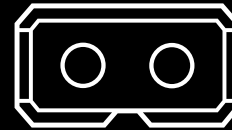
Community members are equipped with knowledge needed to engage in **productive conversations** around public safety technology



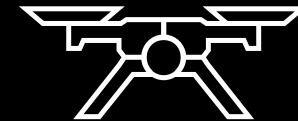
**BODY WORN
CAMERAS**



TASER



VR

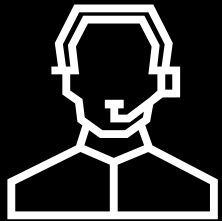


DRONES



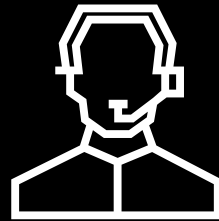
SENTIMENT SURVEYS

An engagement tool that connects police leadership, their officers, and the communities they serve



POST-CONTACT

- Service calls
- Events
- Programs



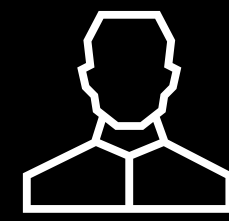
PUBLIC SURVEYS

- Social Media
- Website
- Front desk



INTERNAL SURVEYS

- Trainings
- Recruiting
- Retention



PROFESSIONAL SERVICES

- Survey Design
- Analysis
- Real-time reporting

THE PATH FORWARD

SEEK TO UNDERSTAND

HEAR OUT COMMUNITIES

SHARE THE AGENCY

CO-CREATE PUBLIC SAFETY WITH COMMUNITY

THANK YOU

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