

3 Minute Story

After the COVID-19 pandemic, crime rates in New York City have increased, putting a lot of pressure on the NYPD. The police are working round the clock, putting their best efforts, still the trend continues. We see that the police face two big challenges: officer burnout and rising crime. Hence, the NYPD Commissioner has undertaken an initiative to enhance the work-life balance of police forces through technology. We have been entrusted to aid the commissioner in his humanitarian goal.

We looked at data from 911 calls where NYPD were involved between 2019 and 2024 to understand the issue at the grassroot level. This data showed us when and where crimes happen the most. For instance, we asked ourselves, "When do the most crimes occur? Are there times when we don't have enough officers on duty?" Our analysis revealed that the current 8-hour shifts don't always cover the most critical times effectively.

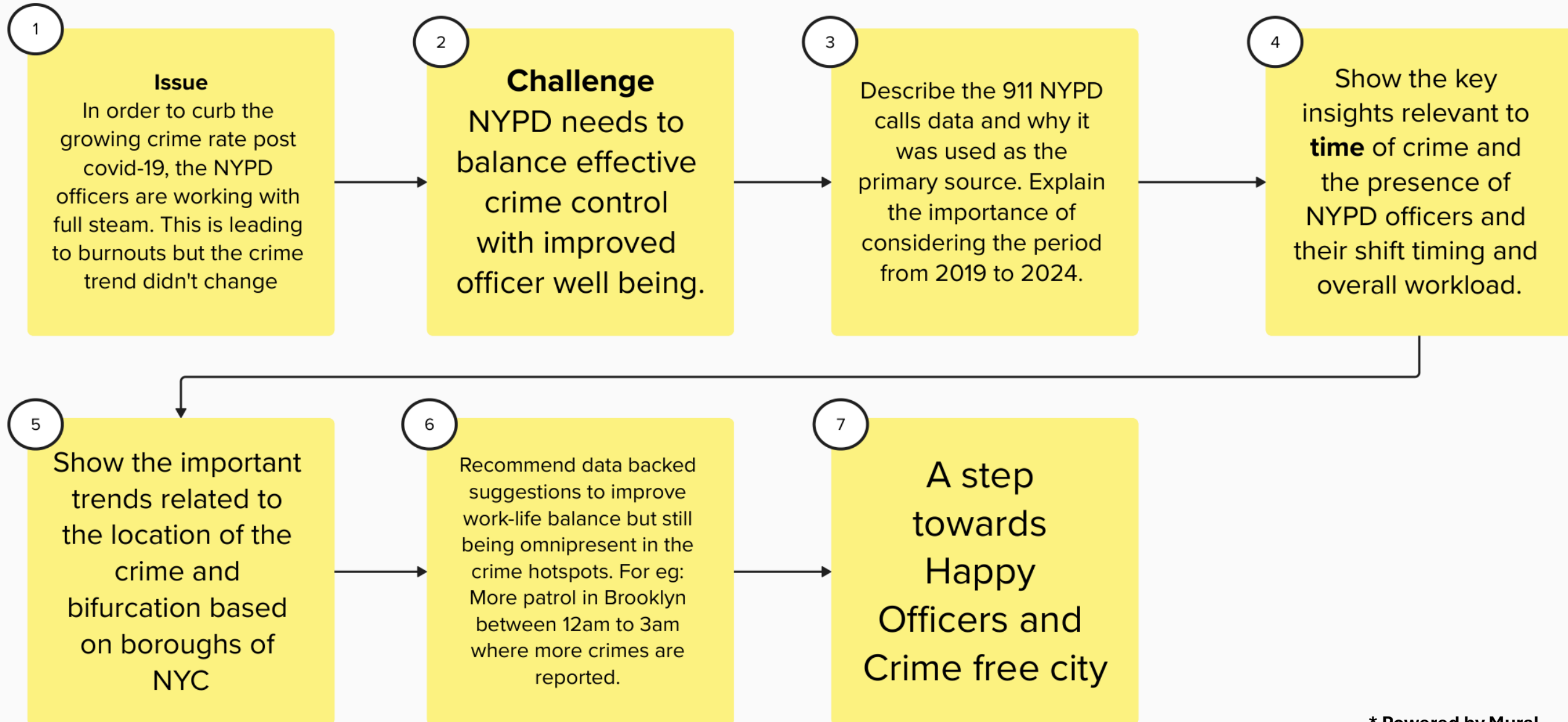
We found that about 25% of crimes happen between midnight and 3 AM, a time when there are fewer officers available. On this our recommendation is to adjust the shift timings to ensure more officers are on duty during these crucial hours. Moreover, we also noticed that Brooklyn has more crime compared to Staten Island. Hence, having a dynamic workforce allocation to hotspots is crucial. This is reinforced by the observations that the crimes tend to spike in the summer and drop during the holidays.

By tapping into data insights to optimize police shifts and staffing, we can create a safer city while enhancing officer well-being.

Big Idea

Through strategic data-driven optimization of police deployment, the NYPD can both promote a healthier work-life balance for its officers and reduce crime across the city.

Storyboarding



Sponsor Persona

911 NYPD Dispatch data (ICAD system)

- **James G. Sanders**
- NYPD Police Commissioner
- Former president of National Fraternal Order of Police
- NYPD Medal of Honor recipient
- Manages \$5M to enhance officers' morale, well being and retention
- Strongly believes that a healthy work-life balance is key to effective policing
- Embraces use of technology and have invested in new technologies such as body-worn cameras, and drones for surveillance to ensure officers can perform their duties safely and efficiently
- Focused on addressing the rise in crime that has occurred post-pandemic, driven by socio-economic instability and strained community relationships

