

# Behavior Change Case Study

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# Civic Consulting USA

**Urban Innovation: Partnerships, Technology, & Systems Change**

*example projects*

- ⇒ **The Power of Culture: Delivering Success During Government Transition**
- ⇒ **NYC Moonshots & Co-Lab Challenges**
- ⇒ **US Conference of Mayors: Smart Cities Leadership Institute**

# Brooklyn District Attorney Eric Gonzalez



**Elected on the promise to make the Brooklyn DA's office a national model of what a progressive prosecutor's office can be**

**Overseeing 1,300 lawyers & professional staff**

**Serving 2.5 million residents – 47% speaking a language other than English at home**

## **Keep Brooklyn safe & strengthen community trust by ensuring fairness & equal justice for all**

*Action plan to achieve the vision developed by:*

**70** community members, criminal justice reform experts & advocates, faith leaders, formerly incarcerated people, NYPD on planning committees

**194** staff on implementation committees

*In every case, we must be asking ourselves: What resolution is best for this particular defendant, for the victim, and for the community? Would this intervention keep us safer or not? Would it strengthen community trust or potentially undermine it?*

*Eric Gonzalez, Brooklyn District Attorney*

# Justice 2020: Action Plan

- 1. Reduce incarceration – make jail the "alternative"**
- 2. Engage communities as partners in justice**
- 3. Focus resources on the drivers of crime**
- 4. Invest the DA's people & data to drive the mission**

# Policy initiatives change how the system works

Change the office culture so that ADAs consider non-jail resolutions at every juncture in the case

Empower community residents and leaders through neighborhood safety partnerships

Establish a transformation office & data / analytics team to drive metrics & reform

Train all staff in cultural competency

Realign staffing so that each case is the responsibility of a single ADA

Promote accountability by establishing an office of professional responsibility & ethics

Streamline case handling & enhance fairness & transparency with e-discovery

# Daily admissions to NYC jails from Brooklyn



**After a few years . . .**

**Change takes *much* more patience than expected**

**People can embrace change – *if* you let them**

**Leaders *themselves* feel the change**

