

# NEW ORLEANS

## Citywide Public Safety Improvements



CITY OF NEW ORLEANS

Mitchell J. Landrieu, Mayor

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*New Orleans Citywide Public Safety Improvements*

# Table of Contents

- 3 Executive Summary
- 4 Public Safety & Homeland Security
- 10 French Quarter Initiatives
- 19 Summary of Actions

## **NEW ORLEANS** Citywide Public Safety Improvements

# Executive Summary



While New Orleans has made great strides over the last 6 years to reduce homicides, crack down on gang-related crime and violence, invest in opportunity and conflict resolution through the NOLA FOR LIFE program, and overhaul the Police Department, many of our neighborhoods still suffer from a high rate of crime and violence. This affects our residents and visitors alike and limits our ability to grow and thrive as a city.

These public safety investments are bold actions that greatly enhance the City's ability to deter, detect, and prosecute crime. These actions will be focused on areas experiencing higher crime rates but can be applied to any neighborhood in the city and are designed to be flexible and evolve as trends change. No one action alone can transform the current condition we face so the City has developed multiple actions for both public and private stakeholders to be integrated into one comprehensive approach.

The actions described herein focus on using technology such as crime cameras and remote sensing technology to increase our intelligence in preventing crime and identifying suspects. Redeploying the NOPD and State Police patrols to optimize coverage of areas with higher rates of crime is another key element. Supporting actions include steps to improve the physical environment to reduce the culture of permissiveness and crimes of opportunity.

This effort goes beyond just fighting crime to also reduce the risk of terrorist attacks. By upgrading the infrastructure and increasing the responsiveness in areas where mass casualty incidents could take place, New Orleans will be better prepared to prevent and react to acts of terrorism.



An aerial night photograph of a city street, likely in Los Angeles, showing heavy traffic and illuminated buildings. The street is filled with cars, and the surrounding urban landscape is lit up with various city lights. A large, ornate building is visible on the right side of the street, and a smaller building with a red sign is on the left. The overall scene is vibrant and dynamic, capturing the energy of a city at night.

# Public Safety & Homeland Security

fine  
time



# Safety & Security

Throughout the past 7 years, the City has been making better use of information to reduce crime and violence. From the monthly NOPD performance management meetings to the sophisticated analytics used by the anti-gang unit, the NOPD has been working smarter and not just harder.

The City will augment this work by adding surveillance technology and intelligent policing to its suite of tools. The City will establish 20 target areas that data show to be crime hot spots and where anti-violence programs like NOLA FOR LIFE and CeaseFire are active. In these target areas, the City will install surveillance cameras to deter, detect, and respond to crime. In addition to cameras, license plate reader technology will be deployed along high-traffic areas to aid in the identification and arrest of suspects. To support this network of technology and to act on the feeds of information in real-time, the City will develop a centralized command center where all the data is viewable in one location and where detectives and civilian officers can use the data to proactively deter violence before it erupts and to assist investigations after a crime is committed.

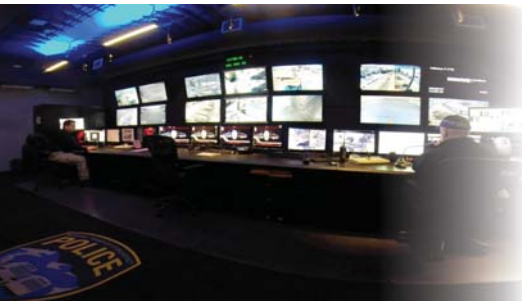
## Action 1: Establish Integrated Camera & Surveillance Program



The City will launch an Integrated Camera and Surveillance Program in 20 target areas throughout the city that experience high rates of crime. In each target area, the City will install 10 fixed and 2 mobile surveillance cameras, and 6 fixed and 2 mobile license plate readers in high-traffic areas. Even the fixed cameras and license plate readers can be moved to adapt to shifts in crime patterns or change the focus within a target area.

While each target area will have City cameras, for the French Quarter & Central Business District, the City will include private camera installations in the Command Center feeds as well. The City will issue standard camera and installation specifications that meet the NOPD's specifications and any regulatory design guidelines required by the Historic District Landmarks Commission or the Vieux Carré Commission. Additionally, the City will post signs that an area is under surveillance by the NOPD to serve as a deterrent to crime. This program will also be developed in phases as more businesses and property owners join the program.

## Action 2: Develop Centralized Command Center



Adding more police officers is not the sole answer to maintaining safety. In order to efficiently leverage the patrols, technology must be incorporated into the prevention plan. Thousands of individuals walk and drive the streets of New Orleans every day and with the police force deployed across the entire city, more technology is required to monitor the streets. Developing a Centralized Command Center to bring together the various feeds of information will help NOPD and partner agencies carry out crime prevention, detection, and investigation.

The Centralized Command Center will monitor feeds from the City cameras throughout each target area and integrate feeds from private camera installations. It will also integrate data streams from social media dashboards, license plate reader technology, and police activity through the 911 dispatch system. The Centralized Command Center will have a video wall, workstations, and a video management system platform to monitor the camera network. Over time, the center will be expanded to include an intelligent threat analytics platform that looks for specific kinds of threats and integrates remote-sensing technology.

Civilian staff will operate and manage the Centralized Command Center. These shifts and positions will expand over time as the Center grows in capability and size. With the completion of a real-time Centralized Command Center, officers will be able to proactively focus on suspicious activity, increase their likelihood of an arrest from reasonable suspicion, and immediately receive images of suspects after a crime occurs in an area under surveillance. This center would thereby significantly increase the efficiency of the assigned police officers.

# Security Target Areas





### Action 3: Redeploy & Equip Patrols for Optimal Public Safety

Multiple efforts are underway to better equip and deploy the NOPD patrols to increase efficiency and public safety. The online police reporting system for property crimes reduces the amount of downtime patrol officers have on each shift, making more officers available at any given time. The False Alarm program allows patrol officers to focus their attention on real threats. Equipping the force with tactical response vehicles for special events and purchasing 300 take home cars for patrol officers that are residents of Orleans Parish will heighten the NOPD's ability to deter and respond to both extreme incidents and everyday challenges.

In order to enhance police presence in the French Quarter without reducing officers or shifts in other districts, the NOPD has designed an officer staffing structure to optimize police presence in the eight-block area of Bourbon Street. In order to accommodate the NOPD's new Bourbon Street schedule, more Louisiana State Police (LSP) patrols, paid for by the French Quarter Economic Development District, will support this effort by sharing coverage of critical areas throughout the daily and weekly schedules. By having delineation between the times LSP is responsible for these walking beats and the time NOPD is responsible, there will be ownership in the deployment. Each agency will be responsible for providing coverage for their allotted times. In addition, a K-9 unit with 6 dogs will be added for deterrence.

The City of New Orleans and the Orleans Parish Sheriff's Office (OPSO) will ensure that the OPSO Mobile Booking Unit is available during special events and high volume periods to the NOPD. This alleviates the need for law enforcement officers to spend time transporting those taken into custody to the prison and increases law enforcement's ability to continue to patrol.

### Action 4: Enhance Lighting for Increased Visibility

To deter crime and improve the performance of the camera surveillance system, the City will enhance the lighting on Bourbon Street and throughout the French Quarter. This will be done primarily by retrofitting existing lampposts with new brighter LED fixtures. In addition to the public lighting, the City will update the Vieux Carré Commission guidelines to allow and encourage brighter lighting on private buildings as well.



## **Action 5: Upgrade Infrastructure to Reduce Terror Risk**

In the French Quarter, Bourbon Street is often densely packed with pedestrians. This presents a risk as a target for terrorism and the FBI has identified it as a concern that the City must address. Following the attacks in Nice, France, it has become clear how popular tourist areas can be threatened by attackers with vehicles and weapons.

To mitigate this risk, the City will close Bourbon Street to vehicular traffic with the exception of emergency vehicles and designated times to be determined. Before implementing this initiative, the City will redesign traffic and parking patterns to accommodate this change. The City will undertake a comprehensive traffic study of the French Quarter and use the study's findings to create a management schedule to reduce conflicts between delivery vehicles, hotel and tour vehicles, sanitation vehicles, and pedestrian uses so that all streets can be used more efficiently and safely.

To close the street to vehicular traffic, the City will install movable bollards that prevent crossing vehicular traffic at either end and each side street. The City will install bollard systems in 20 intersections within the 100-800 blocks of Bourbon Street. The bollards can be remotely operated for emergency vehicles and can be opened during standardized delivery times.

Additionally, the City plans to improve parking and reduce vehicular traffic in the French Quarter by increasing parking capacity at the edges of the French Quarter and Downtown areas and by adding clear wayfinding elements to direct traffic.

## **Action 6: Modify & Enforce ABO Code**

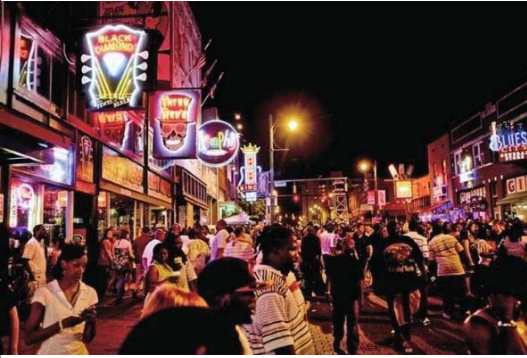
The City will enhance its public safety efforts by increasing its enforcement of the existing alcohol and beverage outlet (ABO) code and amending the code to add additional public safety measures. New measures will include requiring all ABOs to install and maintain security cameras that can feed into the new Command Center and requiring all ABOs to close their doors after 3:00 a.m.



# French Quarter Initiatives



# Case Studies From Other Cities



## Beale Street - Memphis

- In June 2016, the City reinstituted a charge of \$10 to enter after 10 p.m. on Saturdays
- Police barricades cordon the area and police inspect IDs and use metal detecting wands while two dozen cameras monitor the area
- In response to continued violence, shootings, and deaths, the Downtown Memphis Commission considering closing Beale Street down in the evenings



## Collins Avenue/Ocean Drive - Miami

- Adopted recommendations of Ocean Drive Task Force, including upgrading lighting, enforcing noise ordinances, and widening sidewalks
- Commissioners banned alcohol sales on Ocean Drive after 2 a.m.
- Police officers guard entrance barriers from 7 a.m. to 7 p.m.
- License plate readers are used to detect individuals with outstanding warrants



## Downtown Detroit - Michigan

- In 2008, the City was provided a \$300 million stimulus to create jobs and revitalize neighborhoods and demolish condemned buildings
- 24% reduction in crime attributed to introduction of wealth generated by casino industry
- Quicken Loans owner invested in downtown real estate, safety and security, and quality of life, including investing in a Security Command Center



## Promenade des Anglais - Nice, France

- Increase surveillance on the beaches and particularly on the Promenade des Anglais
- No new video surveillance cameras were added because Nice has the most of any French city with 1,250; the resident population is 340,000
- City officials believe that the attack could not have been prevented and stated, "We must dare to say that the police cannot do everything and that there is an element of irrational, unpredictable isolated acts."



### Red Light District - Amsterdam

- Various state and city government entities closed hundreds of prostitution and marijuana establishments in Amsterdam by denying license renewals
- City bought brothels in the Red Light District and repurposed them by renting out to artists, designers, and photographers
- Former brothels purchased by the City converted into designer clothing stores with mannequins in the window in an effort to move to an upscale market



### Soho - London

- Journalists began to expose Metropolitan Police corruption, prompting a change in leadership and organizational structure
- Strict zoning and licensing controls reduced the red light area to a much smaller footprint
- Mini recession and depressed property value was caused by stricter enforcement
- Increased the number of neighborhood restaurants and small shops



### Temple Bar - Dublin

- A group of local businesses (TASCQ) formed in 2003 to voluntarily pay dues and establish an area plan to reduce excessive drinking and crime
- Solutions included an arts program, children's facilities, and local attractions such as retail and outdoor films
- City launched a marketing campaign to promote responsible drinking, arts, and markets
- Still struggling with nighttime excessive drinking



### Times Square - New York City

- Mayor Giuliani initiated the Times Square redevelopment project
- Adult entertainment shops closed due to new zoning regulations regarding proximity and concentration
- Replaced with large companies, tourist-friendly attractions, and upscale establishments



A photograph of a man in a light yellow polo shirt and khaki pants walking past a green door in the French Quarter. The man is holding a yellow cloth or bag. The door is green with white trim. The background is a green brick wall. The text "French Quarter Improvements" is overlaid in white on an orange background.

# French Quarter Improvements

# Quality of Life Enhancements



## Action 1: Create Nighttime Management System

Cities with large tourist economies where the nightlife is almost as busy as the daytime economy, require city management systems that work at night too. The City will bring on staff to manage a coordinated team across multiple departments to ensure the enforcement of codes and regulations continue throughout the night. The multi-agency team will include employees from the Bureau of Revenue to enforce alcohol and beverage outlet regulations, Safety and Permits to enforce building and zoning violations, and the Fire Department to enforce the fire code.

## Action 2: Additional Sanitation Flushing

An additional flushing of Bourbon Street, to begin at 3 a.m., will be added to the routine sanitation schedule and will be carried out by the Department of Sanitation's contractor with support from NOPD. The contractor will complete the flushing process two more times before 10 a.m. on Bourbon Street with the second pass followed by a mechanical street-sweeper.

As there is a safety concern due to persons still in the streets and on the sidewalks at 3:00 a.m., NOPD will provide a police car escort with lights and sirens in advance of the first pass of the flusher.

## Action 3: Increase Sanitation Staffing

Add an additional 6 persons for 8-hour shifts to the team dedicated to sanitation in the French Quarter, spread over 4 days: Thursday, Friday, Saturday and Sunday.





### Action 4: Increased Sanitation Enforcement

There will be a dedicated inspector assigned to the French Quarter to monitor construction permits and sidewalk and street maintenance. The Department of Sanitation is currently working with the Law Department to explore options in giving rangers the power to cite violators.

In addition, to enforcing parking regulations, the Department of Public Works will bring on additional tow trucks and operators exclusively for the French Quarter. Tow trucks are regularly stationed where special events are located; therefore, having tow trucks stationed in the French Quarter, where there is consistently high volumes of people, is a priority.

### Action 5: Increased Graffiti Removal

Increase the amount of resources towards graffiti removal to include 4 persons for 8 hours a week to remove graffiti on all public signage, utility boxes and litter cans.

## Action 6: Reimagine Land Use Vision

The City Planning Commission will undertake a study of how to improve the character and use of the buildings in the French Quarter to limit illegal uses and activities. In the near term, the City will seek to limit issuances of adult use occupational licenses, enhance requirements for live entertainment venues, and revise the Vieux Carré Commission design guidelines to enhance safety and security measures. Overall, this action will lead to a rebranding of the French Quarter and Bourbon Street's image as a cultural destination.

## Action 7: Street Furniture & Amenities

By using place-based design solutions that address the physical aspects of the area, the City can encourage behavior that will make the French Quarter and Bourbon Street safer. Public spaces can - through poor design and care - foster antisocial, criminal, or other negative behaviors. Alternatively, public spaces can be reinvested in to encourage connectivity, positive interactions, and individual and communal responsibility. In order to create a place that business and property owners and the public respect, the French Quarter needs an improved image, sense of purpose, and orientation. By investing in street amenities such as benches, planters, seating areas, and trash cans - small investments that can make a big difference to the look and feel of a place - the City plans to enhance the quality of life and the security of the French Quarter.



*3rd Street Promenade  
Santa Monica, CA*



## Action 8: Improve Critical Intersections

A pedestrian safety study conducted in the French Quarter by DPW identified several critical intersections in the French Quarter that are especially dangerous and could be improved with safety upgrades such as additional signage, striping, signalization, changes in signal timing, and modifications of traffic flow in intersections. These improvements will be implemented at these intersections to reduce the risk of accidents and injuries.

## Action 9: Continue Sidewalk Repair in the French Quarter

To reduce the risk of slips and falls and improve pedestrian and wheelchair access, the City will continue the extensive sidewalk repairs underway in the French Quarter. This initiative will focus on the areas in greatest need of repair and bring additional resources to the work already in process.

## Action 10: Resurface Bourbon Street and Repair Underground Infrastructure

The City will resurface Bourbon Street to better serve pedestrian and vehicular traffic. This will not only improve the poor condition of the pavement but will also reduce standing water from rain and cleaning treatments. In addition, the City will fix the gutter bottoms in the worst condition that contribute to the poor condition of the street.

# Improve the Jackson Square Experience

Jackson Square is a historic park in the French Quarter and one of the most iconic landmarks and tourist destinations in New Orleans. While Jackson Square is a few blocks off of Bourbon Street, there is still a great deal of activity flowing between the two. To enhance the image of the French Quarter and New Orleans overall, the City will improve the Jackson Square experience through:

- Enhanced lighting onto the pedestrian mall from the oaks in Jackson Square;
- Dedicated Staff from French Market Corporation (FMC) security exclusively for Jackson Square patrols and enforcement;
- Dedicated staff from the City's sanitation vendor or general staff pool for Jackson Square;
- Review restrictions on uses of Jackson Square including those for performers and readers, including banning or limiting amplification, restricting access at certain times, and increased limits on furniture blocking the walkways;
- Increase education of regulations for vendors, tarot card readers, performers, and the City's enforcement teams;
- Increased and consistent enforcement by the Department of Revenue for artists, including revocation of permits after three violations in a year; and,
- Establish a coordinated code enforcement team for Jackson Square with personnel from key departments to address code violations immediately.





# Summary of Actions

## Public Safety & Homeland Security

### **Action 1: Establish Integrated Camera & Surveillance Program**

*Cameras, Signage, & LPRs, Equipment & Installation - Citywide*

*Cameras, Signage, & LPRs, Equipment & Installation - FQ*

*Expand Fiber Network & Camera Setup to Canal St*

*Integrate Private Sector Cameras into Security Program*

*Remote Sensing Technology*

### **Action 2: Develop Centralized Command Center**

*Building Renovations*

*Data Systems*

*24/7 Management System*

*Civilian NOPD Staffing*

*Detective NOPD Staffing*

### **Action 3: Redeploy & Equip Patrols for Optimal Public Safety**

*Additional NOPD Staffing*

*K-9 Unit*

*Additional Parking Enforcement Officer (PEO)*

*Parking Enforcement Vehicles*

*False Alarm Program*

*Electronic Police Reporting*

*Take Home Vehicles for Patrol Officers*

*Rapid Response Tactical Vehicles*

### **Action 4: Enhance Lighting for Increased Visibility**

### **Action 5: Upgrade Infrastructure to Reduce Terror Risk**

*Bollard System to Reduce Terror Threat*

*Traffic Analysis to Assess Impact of Security Measures*

### **Action 6: Modify & Enforce ABO Code**

# Summary of Actions (cont'd)

## **French Quarter Improvements**

**Action 1: Create Nighttime Management System**

**Action 2: Additional Sanitation Flushing**

**Action 3: Increase Sanitation Staffing**

**Action 4: Increase Sanitation Enforcement**

**Action 5: Increase Graffiti Removal**

**Action 6: Reimagine Land Use Vision**

**Action 7: Street Furniture & Amenities**

**Action 8: Improve Critical Intersections**

**Action 9: Repair FQ Sidewalks**

**Action 10: Repair Bourbon Street Surface & Underground Infrastructure**

**Action 11: Jackson Square Improvements**