



# NEW ORLEANS POLICE & JUSTICE FOUNDATION



**BEHIND  
THE BADGE**

**2015 - 2016 ANNUAL REPORT**



# NEW ORLEANS POLICE AND JUSTICE FOUNDATION

## BEHIND THE BADGE



**RECRUIT CLASS #173**

In late 1995, concerned New Orleans residents and business leaders convened to address an unprecedented surge in violence and widespread police corruption. They realized that our great city faced economic and social ruin unless the community took urgent action. Working with Mayor Marc Morial and NOPD Superintendent Richard Pennington, they formulated a vision to overhaul the police force and dramatically reduce crime.

It was from this vision that the **New Orleans Police and Justice Foundation** was born. Our founders immediately set to work on a plan of action drafted by the nation's top law enforcement strategists. Within four years we played a decisive role in increasing NOPD manpower by 35% (+400 officers) and helping New Orleans lead the nation in murder reduction (-%55).

Twenty years later, our city is once again at a critical juncture. Between 2010 and 2015 our police force shrank by 20%. Although murders remain low by historical standards, they were again on the rise in 2015. Other violent crime such as armed robberies have increased dramatically. We as a community must act in unison to halt the violence and reclaim the future of our city.

Now is the time for thoughtful decisions, executed by responsible parties, in pursuit of a clear plan. As highlighted in this document, our strategy centers on the following elements:

- **Rebuild NOPD's force strength with qualified men and women from across the nation.**
- **Provide targeted training and technology to maximize NOPD's crime fighting effectiveness.**

We face this challenge together, as a city and a community. Those who don the badge each day to patrol our streets need the support of those of us who work each day to offer better economic outcomes, better educational systems, and a better political atmosphere. All of us have a role to play in reducing the incentives that drive crime. Our city has a long history of rising to new heights just when everyone said we were finished. We shall do so now.



**Robert Brown**  
Chairman



**Melanie Talia**  
President & CEO

### MISSION: Make New Orleans a Safer Place to Live, Work and Visit.

We accomplish our mission by promoting excellence in policing, efficiency in criminal justice and positive community engagement.



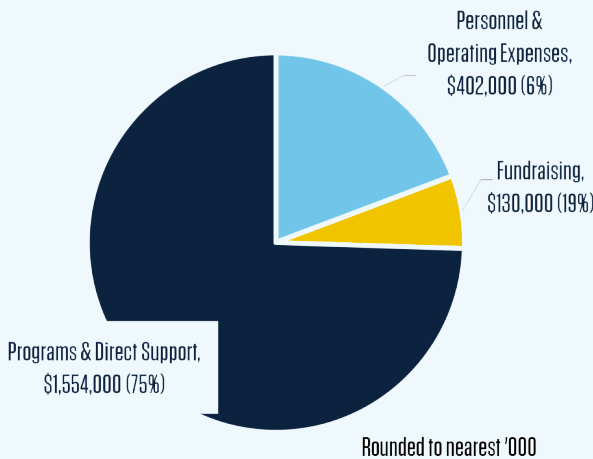
“The New Orleans Police & Justice Foundation is the only nonprofit organization exclusively dedicating its support to the New Orleans Police Department.

The NOPJF provides the equipment, training and technology my officers need to fight crime and make New Orleans a safer place to live, work and visit.”

**-Superintendent Michael Harrison**

### SPENDING:

#### 2015 Expenditures



2015 Programs	Expenditures
NOPD Recruiting (P4)	911,588
SafeCam NOLA & Adopt-A-Block (P7)	33,324
NOPD Training (P8)	57,502
NOPD Tuition Assistance & Tradegey Fund (P9)	48,798
Cops For Kids (P10)	92,018
NOPD General Support (P10)	131,682
Criminal Justice Technology (OPISIS) (P11)	224,056
NOPD Public Perception Surveys	55,404
<b>Total Program Expenses</b>	<b>\$ 1,554,371</b>



Charity Navigator gives NOPJF four stars out of a possible four star rating, indicating that our organization “adheres to good governance and other best practices that minimize the chance of unethical activities and consistently executes its mission in a fiscally responsible way.”

# Get Behind The Badge Recruiting Campaign

Last year, for the first time since 2009, the NOPD achieved a net increase in officers.

This turnaround was driven by the **Get Behind The Badge** digital marketing campaign.

The campaign attracted applicants from 46 states, infusing the Department with a diverse group of young men and women committed to protecting our streets. Highlights of the 2015 hiring effort include:

- The multi-media JoinNOPD campaign brought in 4,600 applications, up 50% from 2014.
- Civil Service instituted “walk in testing”, allowing NOPD applicants to take entrance examinations on the same day they apply, shaving weeks from the hiring process.
- NOPD doubled the number of background investigators and instituted new civilian recruiters.



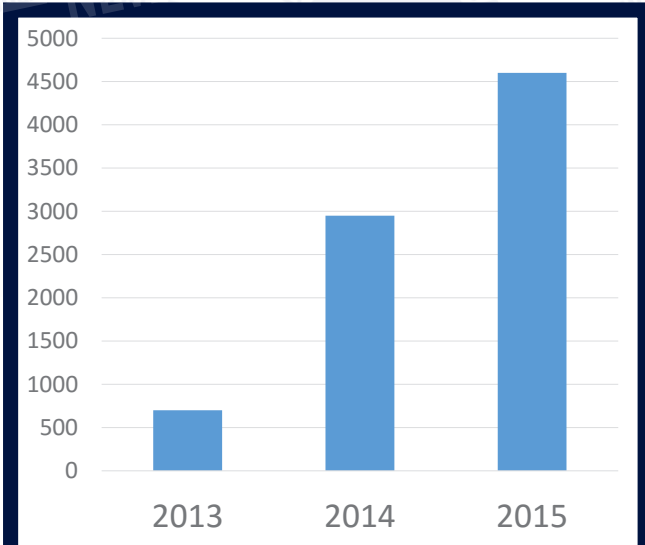
In April, 2016, 39 recruits began training at the Academy, the largest class since 2010. Among the 39 recruits:

- 13 are U.S. military veterans;
- 9 have Bachelor's Degrees and 4 recruits have Associate's Degrees;
- 18 recruits are from out of state, including recruits from New York, California, Tennessee, New Jersey, Illinois, Pennsylvania, Ohio, and Florida.

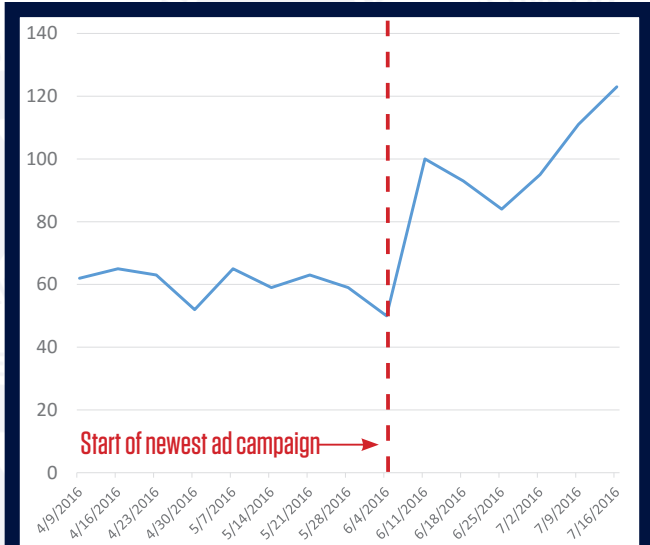
**RECRUIT CLASS #171**

# NEW ORLEANS POLICE AND JUSTICE FOUNDATION

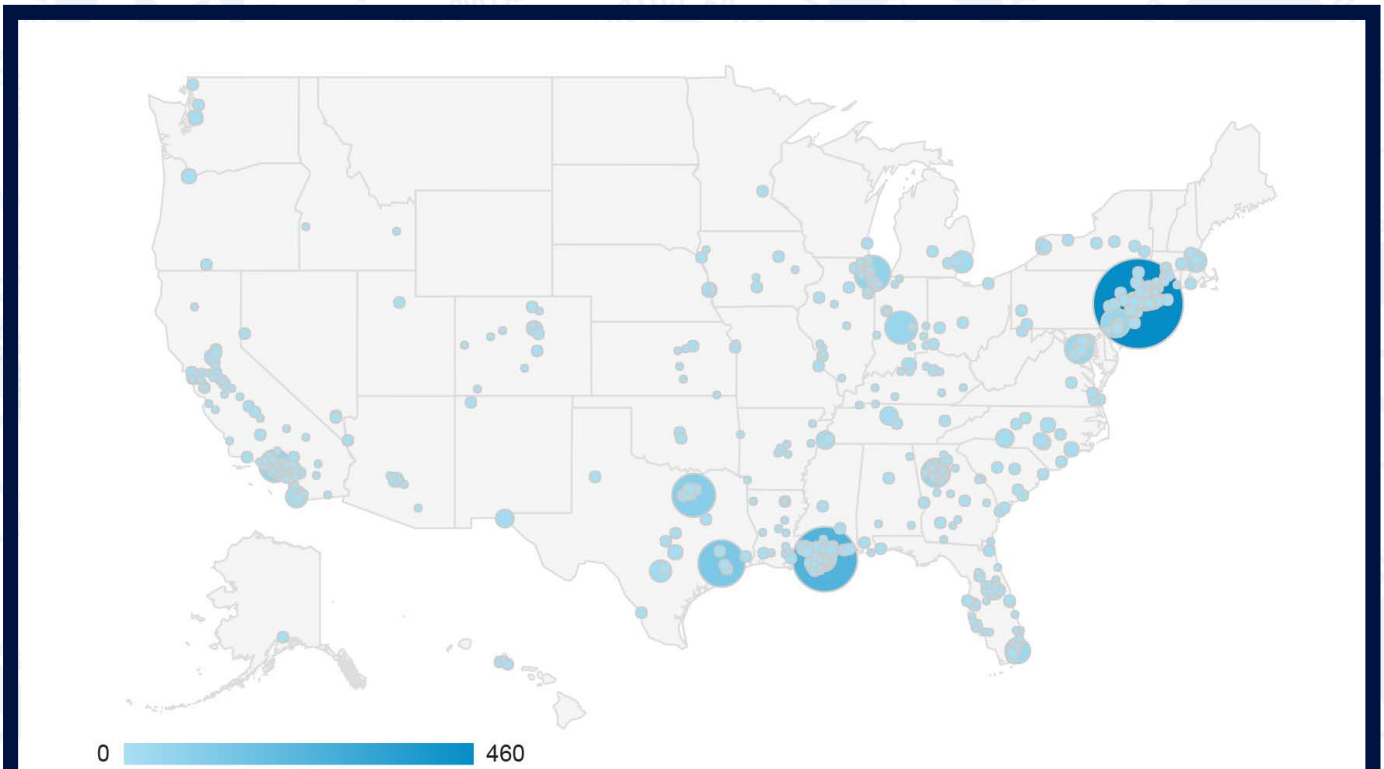
## BEHIND THE BADGE



**NOPD Applications by Year**



**NOPD Applications by Week**



**NOPD Applications by City**

04/01/2016 - 07/15/2016

## Profiles from the *new* New Orleans Police Department



**Danielle Williams**

RECRUIT CLASS #174

“I wanted to join NOPD to help make the city that I have grown to love safer and more comfortable for citizens and visitors alike. New Orleans is full of history and culture. I want to help keep the city safe so that others can enjoy the history and culture of the city as I do. My grandfather was a Chicago Police officer. Because of him, I have always had an interest in law enforcement.

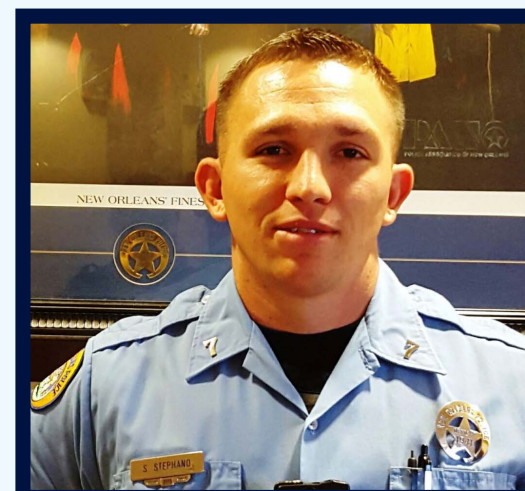
I want to be a role model to others that look up to me and respect me. Because of my background and where I come from, I have a lot of younger kids looking up to me. I want to show them that no matter your circumstance you can become someone one day.”

**Danielle Williams, Chicago, IL**  
**Recruit Class 174 (Graduated April, 2016)**

Stephen Stephano is a 31-year-old father of five and former Marine who moved to New Orleans to join NOPD. He was named the Seventh District’s *Daywatch Officer of the Month* in January because of “his enthusiasm, eagerness and willingness to learn by his daily performance.” Stephano admits that he can’t leave a situation unresolved because he “feels obligated to finish the job, no matter what that entails.”

“My whole life I always wanted to help people. There are things we’re supposed to do to help other people – I don’t know where that was lost in society. The Marines offered a different way to help people, but the police department offers a more hands-on way to help and make a huge difference.”

**Stephen Stephano, San Francisco, CA**  
**Recruit Class 172 (Graduated September, 2015)**



**Stephen Stephano**

RECRUIT CLASS #172

# SafeCam NOLA and Adopt-a-Block

Our **SafeCam NOLA** and **Adopt-A-Block** security camera programs experienced tremendous growth over the last year. These programs allow citizens to act as NOPD's eyes and ears in the fight against crime by providing video evidence critical to identifying perpetrators and holding criminals accountable for their actions.



**SafeCam NOLA** ([www.SafeCamNOLA.com](http://www.SafeCamNOLA.com)) is an innovative community safety initiative that NOPJF has grown from a database of 1,000 cameras in a single police district to over 3,600 cameras across the city. The database gives detectives information on the closest registered private cameras to a crime scene and who to call to see the footage.

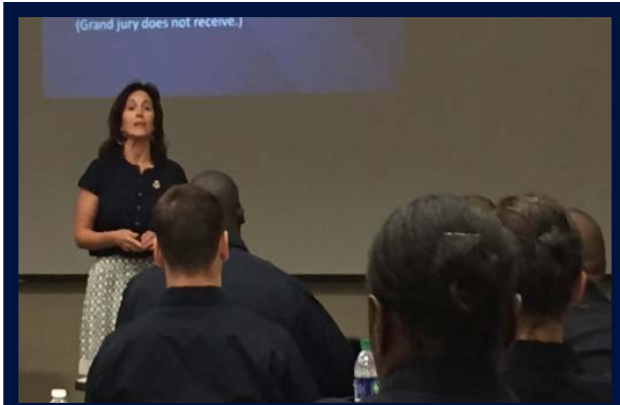
**Adopt-A-Block** is NOPJF's companion initiative to SafeCam NOLA, leveraging private donations to install private security cameras in priority neighborhoods selected by NOPD. Since August 2015, NOPJF has installed over 200 cameras on homes and businesses in high crime hot spots, helping detectives solve crime with high quality digital footage.



Footage from these programs has solved innumerable crimes across our city and led to federal and state arrests for crimes including gun charges, robbery and murder.

# Training

In the modern world, police officers are expected to display physical courage and smart tactics in unpredictable situations, enforce a complex body of law, and comply with NOPD's rigorous internal policies. Split second decisions literally carry life and death consequences.



**NOPJF CEO Melanie Talia**

At NOPJF we recognize that NOPD's ability to fight crime depends on the skilled execution of strategy by professionals operating in the field 24/7. That's why we supplement NOPD's training capacity with targeted opportunities in topics such as leadership, interview and investigation, and fair and impartial policing. In addition to sponsoring training opportunities, CEO Melanie Talia serves as a court-appointed member of the NOPD Training Advisory Committee and teaches courses on criminal justice to new recruits.

## Fair and Impartial Policing

NOPJF partnered with NOPD to plan a series of Fair and Impartial Policing (FIP) courses aimed at enhancing officers' understanding of how bias – including unconscious bias – affects officer behavior. The FIP training program was developed by Dr. Fridell in partnership with the U.S. Department of Justice. The training was provided to NOPD Commanders and a designated team of NOPD internal trainers. In August, it will be provided to NOPD front-line supervisors. The training will help officers and supervisors ensure fair and impartial policing not just as a matter of compliance, but as a matter of justice.



**Dr. Lorrie Fridell**

## Leadership Training

The Leadership in Policing Organizations (LPO) program is based on a behavioral science approach to leading groups, change, and organizations. The original course material was developed at the U.S. Military Academy and has been tailored to meet the needs of law enforcement. LPO teaches officers how to lead individuals and groups, making them more cohesive and better able to reach organizational goals.

Pictured left is Second District Commander Shaun Ferguson, a 2015 graduate of the Police Executive Research Forum's (PERF) Senior Management Institute for Police. This training focuses on the latest management concepts and practices used in business and government, as well as discussions of the most challenging issues facing law enforcement executives today. Topics include organizational strategy, performance management, organizational change, managerial problem-solving, and new policing strategies and innovations.



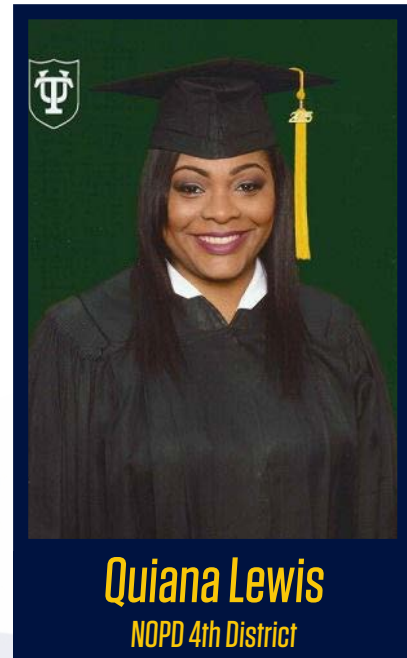
**CMDR Shaun Ferguson**  
2015 SMP GRADUATE



## Tuition Assistance

The New Orleans Police and Justice Foundation proudly supports the Tuition Assistance Program assisting New Orleans Police Department Officers and civilian employees in furthering their education at the university level. The Foundation recognizes the importance of higher education in the development of the department's employees and encourages each individual to achieve his or her full personal and professional potential. **Since 1999, the program has provided over \$545,000 in assistance to NOPD employees seeking to advance their careers through higher education.**

*(Photograph: Qiana Lewis of NOPD's 4th District, who graduated from Tulane in 2015 with a degree in Computer Information Technology.)*



## Tragedy Fund

Every day the men and women of the New Orleans Police Department put their lives on the line to protect the safety of others. The Tragedy Fund is a member-fund that provides financial assistance to employees and their families when an officer experiences a loss of life or significant injury. Distributions are determined by the Tragedy Fund Board in consideration of the severity of injury. All employees of the department are eligible to participate in the Tragedy Fund. Since 2003, over \$315,000 has been paid out to seriously injured officers or their families.



# Adopt-A-Cop Mardi Gras Support



From January 29th to February 9th, 2016, New Orleans police officers were on duty and working, with a majority putting in 12-hour shifts in a police district or a minimum of 8-hour shifts along the parade route. During the 12-day 2016 Carnival season, NOPD put in a total of 53,894 manpower hours! Adopt-a-Cop Mardi Gras Support provided our **Krewe in Blue** much needed hot meals, healthy snacks, and beverages to enjoy during the long days and nights of Mardi Gras. There would be no **Purple**, **Green** and **Gold** without the **Blue**!

## K-9 & Mounted Support

Meet Paco, the newest four-legged officer to join the ranks of NOPD! Paco is a highly trained dual purpose patrol functions and explosives detection canine. NOPJF was able to donate Paco to NOPD thanks to funds generously donated by members of the New Orleans community. He continues our long tradition of K-9 and Mounted Unit Support, through which we donate highly-trained four legged officers to NOPD and provide the supplies needed to keep them well trained, happy and healthy.



**NOPD Officer Paco**



**NOPD LT Jonette Williams**  
*talks with campers about No Bullying*

## Cops for Kids

Currently in its 18<sup>th</sup> year, under the leadership of the New Orleans Police and Justice Foundation and in partnership with NOPD, the New Orleans Recreation Development Commission, and Kedila Family Learning Service, **COPS for Kids Summer Camp** annually serves 150 at-risk Orleans Parish children between the ages of 5 and 12. Children enrolled in the program receive a healthy breakfast and lunch. The campers participate in daily educational and extra curricula activities including water safety training and field trips focused on enriching their cultural knowledge. Campers also benefit from positive interactions with members of the NOPD, who share with them conflict resolution techniques and “No Bullying” lessons.

# Technology: Orleans Parish Information Sharing & Integrated Systems

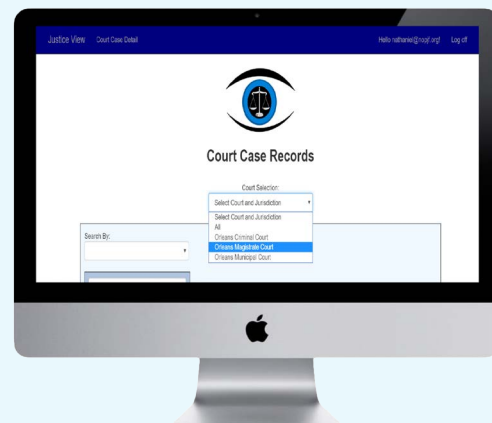
Every professional needs access to accurate and timely information to make informed decisions. This is especially true of criminal justice professionals, whose daily decisions directly affect public safety and civil liberties. Unfortunately, much of our criminal justice system has failed to keep pace with rapidly changing technology. As a result, critical decisions are often made with incomplete or inaccurate data, resulting in wasted tax dollars, the release of dangerous individuals into our neighborhoods and unnecessary jail time for nonviolent offenders.



## Major OPISIS Projects Completed since 2006

- CourtNotify (Electronic Subpoena System) ✓
- Data Exchange Server ✓
- Homicide Records Archival System ✓
- Evidence Management System ✓
- NOPD-to-District Attorney Electronic Report Transfer ✓
- Investigative Case Management System (NOPD) ✓
- Crime Analysis System (NOPD) ✓
- Electronic Police Report Enhancements ✓
- Vera Pre-Trial Services Web Service ✓
- JusticeView Court Case Viewer ✓

Under the Orleans Parish Information Sharing and Integrated Systems (**OPISIS**) initiative, NOPJF is helping local agencies overcome decades of failure to invest in modern software systems. Using federal funds and grants awarded by Baptist Community Ministries, the Mary Freeman Wisdom Foundation and the RosaMary Foundation, NOPJF has completed 10 major IT projects and dramatically improved efficiency and information sharing among local agencies.



## 20th Anniversary Stake Out for Justice Luncheon Sponsors

### CHIEF

Freeport McMoRan Foundation  
The Frank B. Stewart, Jr. Foundation  
Latter & Blum Companies

### DEPUTY CHIEF

Elizabeth Boh  
First NBC

### COMMANDER

Auto-Chlor Services, LLC  
Barriere Construction  
Lynne Burkhart  
International-Matex Tank Terminals  
Postlethwaite and Netterville  
Shell Deep Water  
The Loving Family Fund  
Patrick F. Taylor Foundation

### CAPTAIN

Bellwether Technology  
Boh Bros. Construction  
Chevron North America  
MacNary Giving Fund  
Transoceanic Development

### IN-KIND DONORS



### LIEUTENANT

Acme Oyster House  
Brian Gibbs Development, LLC  
Capital One Bank  
Coleman, Johnson, Artigues & Jurisich, LLC  
Delta Administrative Services  
Downtown Development District  
Elkins, PLC  
Enterprise Holdings  
IBERIABANK  
Jones Walker  
Laitram, LLC  
Sally and Jay Lapeyre  
Louise H. Moffett Family Foundation  
Louisiana Restaurant Association of GNO  
Louisiana Restaurant Assoc. Self Insurer's Fund  
Mintz & Mintz Realty  
Merrill Lynch Wealth Management  
New Orleans Tourism Marketing Corp.  
Paillet, Meunier & LeBlanc  
Palmisano Contractors  
Pan American Life Insurance Group  
StudioWTA, LLC  
The Helis Foundation  
The University of New Orleans  
Woodward Design + Build

### NOPJF FUNDRAISING CHAIRS

Tom Winingder (2013)  
John Eastman (2014)  
Jim Cook (2015)  
Steve Kupperman (2016)

## 2015 Program Supporters

Mr. and Mrs. B.A. Adams, Sr.  
Almar Foundation  
Baptist Community Ministries  
Judith Burrus  
Business Council of New Orleans  
Canal Barge  
Chaine des Rotisseurs  
Chevron North America  
City of New Orleans  
James A. Coleman, Jr.  
Consolidated Resource Management  
Crescent Bank & Trust  
Dickie Brennan & Company  
Downman Family Foundation  
Epiphany Fund  
Mary Freeman Wisdom Foundation  
Family Service of Greater New Orleans  
Generations Hall  
Goldring Family Foundation  
Greater New Orleans Foundation  
Greater New Orleans Hotel & Lodging Association

Gulf Coast Bank  
Helis Foundation  
Kedila Family Learning Service  
Krewes for Kops  
Latter & Blum Companies  
Laitram, LLC  
Millennial Spirits of NOLA  
Theresa Marque & John Marque Fund  
Robert W. Merrick  
New Orleans Convention & Visitors Bureau  
New Orleans Crime Coalition  
New Orleans Pelicans  
New Orleans Saints  
New Orleans Tourism Marketing Corp.  
NORD Commission  
Pro Bono Publico Foundation  
RosaMary Foundation  
Stanley Ray Philanthropic & Civic Trust  
Surveillacam.com  
Phyllis M. Taylor  
Whitney Bank  
Woldenberg Foundation

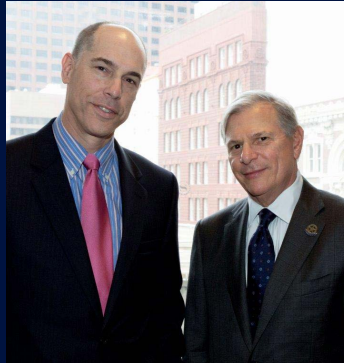


## Ebbert Award Recipient 2015: Millennial Spirits of NOLA



The Millennial Spirits of New Orleans, a group of “young individuals who want to preserve what is great about this city, while improving what is inadequate” earned the Ebbert Award, given for taking “as a personal cause the pursuit of our mission and the success of the Foundation through a significant contribution of time and exceptional leadership skills.”

*Robert Riess and SGT. Troy Lyles*

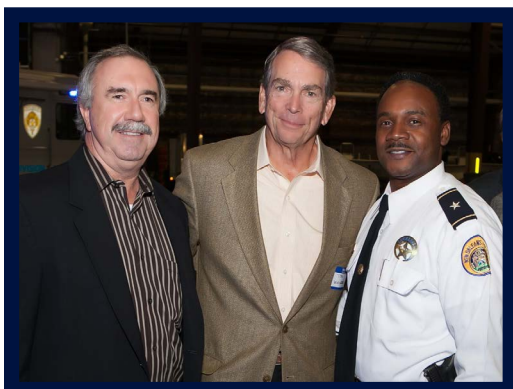


## Corporate Responsibility Award 2015: Latter & Blum and UNO

Latter and Blum Companies and The University of New Orleans earned the Corporate Responsibility Award “for enlightened and strategic philanthropy that reflects the mission of the Foundation by advancing the New Orleans Police Department and improving the safety of our community.”



Left: President of UNO Peter Fos  
NOPD Supt. Michael Harrison  
President of Latter & Blum Companies Rick Haase  
and UNO Vice President of Business Affairs Gregg Lassen



## NOPJF BOARD OF DIRECTORS

- |   |                        |
|---|------------------------|
| Robert W. Brown ( <i>Board Chair</i> )  | Rita Benson LeBlanc    |
| David A. Kerstein ( <i>Vice Chair</i> ) | Jim Letten             |
|   | Carol Markowitz        |
| Skipper Bond                            | David Mintz            |
| Jason Burns                             | Carl Mixon             |
| John Casbon                             | Marshall L. Posey, Jr. |
| Jim Cook                                | James J. Reiss III     |
| Karen DeBlieux                          | Andre Robert           |
| Stacey Dorsey                           | Gregory Rusovich       |
| Brooke Duncan III                       | David Schulingkamp     |
| John Eastman                            | Sandra S. Shilstone    |
| Col. Terry J. Ebbert (RET)              | Dorothy (Dee) Taylor   |
| Dean T. Falgoust                        | Iam Tucker             |
| George J. Fowler III                    | Robert Vaughn          |
| Aimee Freeman                           | Kurt Weigle            |
| Richard Haase                           | Jim Wilkinson          |
| Steve Kupperman                         | Tom Winingder          |

**SAVE THE DATE!**

# **STAKE OUT FOR JUSTICE**

## **OCTOBER 11, 2016**

Keynote Speaker: Chuck Wexler – Executive Director  
of the Police Executive Research Forum in Washington, D.C.



11:30am at the Sheraton New Orleans

500 Canal Street, NOLA 70130

Grand Ballroom

Reserve your table today at [www.nopjf.org](http://www.nopjf.org)