

The New Orleans Crime Coalition

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New Orleans Crime Coalition Announces Survey Results of Seventh Annual Citizen Perception of NOPD Survey

New Orleans, LA (April 16, 2013) – Overall citizen satisfaction with the New Orleans Police Department (NOPD) rose two percent in the past six months according to a survey conducted by the New Orleans Crime Coalition (NOCC). This is the seventh installment of the survey that measures public perception of police performance in providing for the safety of its citizens. The survey is funded by Baptist Community Ministries Foundation, the Greater New Orleans Foundation and the Business Council.

Loyola University's Dr. Michael Cowan, Crime Coalition chairman, says, "Our bi-annual random survey of how New Orleanians view NOPD is citizen-funded and driven, not accountable to the mayor or superintendent. And we can also verify independently that the superintendent uses the results of this survey with his top leaders as a tool for continuous improvement."

RESULTS

After trending downward in the previous survey, overall satisfaction with NOPD at the time of this survey stood at 58 percent, up two percent from August 2012.

Particularly encouraging was improvement in New Orleanians' perceptions of police efforts to address violent crimes, up to 55 percent from 46 percent in August of last year. This is a strong move in the right direction and there is still much room for improvement from the current level of satisfaction.

The increase in citizen perceptions of the New Orleans Police Department efforts to get drugs off the streets (5 percent) is also an encouraging improvement.

FINDINGS

Broken down by district, overall satisfaction is well above 50 percent in all police districts except 8. In all but three districts (3, 5 and 7) a downward trend is observed in overall satisfaction. It is important to note that high performing police departments in other cities typically score **no lower** than the 70 percent range on this measure.

Overall, there is a nine percent increase in confidence in police efforts to address violent crimes along with a slight increase in public confidence in NOPD's addressing property crime, general behavior of officers and overall competence of police officers. The results also show an improvement in efforts to get drugs off the street. However, there is a slight drop in confidence in NOPD's enforcing traffic laws.

Citizen satisfaction on nine components of police performance contribute to their overall satisfaction with NOPD: violent crime, property crime, drugs off streets, enforcing traffic laws, cooperating with public, honesty/integrity, professionalism, attitude/behaviors and overall competence.

OUTCOME

According to the results, the most significant effort the New Orleans Police Department can undertake is strengthen its practice of community policing by continuing to increase its presence in and build closer working relationships with residents and businesses to solve specific problems in communities around the city. This will help increase satisfaction with the police department and satisfy a majority of adults who believe that such efforts will combat murders and better serve the public.

The Report

NOCC initiates and reports this independently and professionally conducted survey in the strong conviction that a regular public spotlight on how citizens perceive their police department is a powerful ongoing catalyst for decision-making and reforms within NOPD that will build the trust between citizens and their police department required to make New Orleans streets safer.

In August 2009, NOCC hired Wilson Research Strategies (WRS) in conjunction with Wilson Perkins Allen Opinion Research (WPA) because of their nationally recognized expertise in police perception surveys to measure and report trends in public satisfaction with NOPD performance over time. WPA selects a random sample of adults living in New Orleans and conducted 75 interviews per police district to ensure sufficient sample in each police district for analysis. The sample for this survey was weighted based on gender, age, ethnicity, and geography. First conducted in 2009, the measurements are now done every six months. ***The full survey may be found at www.crimecoalitionnola.com.***

The survey was conducted by telephone on March 12 – 14, 2013. The margin of error for this survey is +/- 4 percent at 95 percent confidence interval. That is, if this survey were repeated 100 times, the same results would occur 95 times, thus demonstrating that this is a valid and reliable survey of New Orleanians' perceptions of their police department and the best data currently available on that subject.

About the New Orleans Crime Coalition

The New Orleans Crime Coalition (NOCC) includes nearly twenty community organizations working together to reform our local criminal justice system for the benefit of all. The member organizations are listed below. Since its founding in 2007, the NOCC has played a key role in obtaining an additional \$5.7 million for local criminal justice agencies, and monitoring the expenditure of those funds; urging improved cooperation between the District Attorney's office and NOPD; supporting the creation of an independent NOPD monitor; obtaining city funding for the Orleans Public Defenders Office for the first time; and creating one integrated computer-based information management system for the local criminal justice system.

The coalition works to address violent crime in New Orleans by engaging all components of the local criminal justice system and their integration. It does so by identifying best practices and holding those responsible for implementing such practices through focused, strategic plans that will result in an improved justice system leading to the removal of violent criminals from our streets and the fair, efficient and effective administration of justice. The organizational members of the New Orleans Crime Coalition include the Business Council, Common Good, Citizens For 1 Greater New Orleans, Urban League of Greater New Orleans, Crimestoppers, Metropolitan Crime Commission, New Orleans Police and Justice Foundation, Court Watch NOLA, Bridge House, New Orleans Convention & Visitors Bureau, Puentes New Orleans, Young Leadership Council, Beacon of Hope, Afterschool Partnership for Greater New Orleans, Living Witness Ministries, St. Charles Avenue Presbyterian Church, Touro Synagogue, the Youth Empowerment Project, the Family Justice Center, and the Cowen Institute of Tulane University.

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