

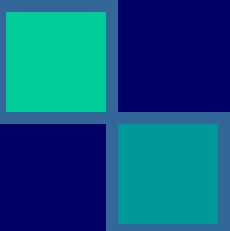

Eight-Point Public Safety Action Plan



Downtown Development District
Eric Anthony Johnson
Special Projects Director

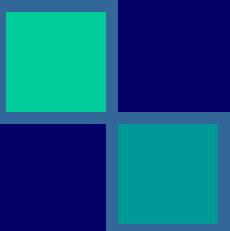



DDD Public Safety Vision

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- To create an environment in which employees feel safe, residents feel secure and tourists and local citizens alike enjoy with comfort the many treasures downtown has to offer.
 - Most importantly, to create an environment which fosters investor convenience and, in turn, supports and encourages economic development.
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Objective of Public Safety Action Plan

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- To develop effective programs to mitigate the impact of social and public safety issues in the DDD area.
 - To reinforce that Downtown is safe
 - To Help make Downtown the best in the country by paving the way for economic success
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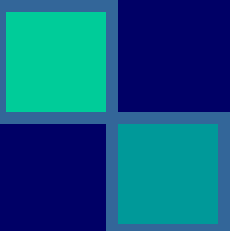



Eight-Point Action Plan Focus Areas

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- Communication and Information Sharing
 - Public Education
 - Built Environmental Factors
 - Business Monitoring and Enforcement
 - Quality of Life Issues
 - Private Security
 - Public Security
 - Coordination of Major Festival Activities
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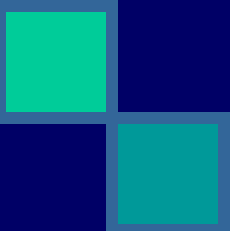



Communication and Information Sharing

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- Broaden public support by conveying positive messages to constituents about public safety.
 - Educate the public and our constituents to lay the foundation for long term behavioral and attitudinal changes on the part of business, employees, citizens, the media, local government, law enforcement and others.
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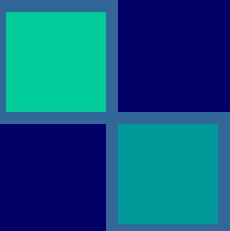



Public Education

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- Continue to educate the public about public safety in the DDD. The goal will be to combat negative perceptions with positive messages about public safety issues and progress downtown.
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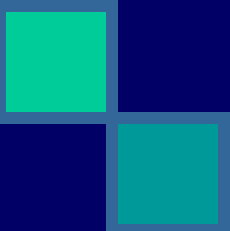



Built Environmental Factors

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- Pinpoint, catalog and find solutions for factors in the built environment (blighted and/or abandoned buildings, poor lighting, parking facilities, land uses, etc.) that contribute to crime.
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Business Monitoring and Enforcement

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- Ensure that safety and security laws and minimum business-specific standards are adhered to by businesses and other property owners operating in the DDD.
 - Enforce municipal and state laws (e.g., Comprehensive Zoning and City Code regulations), which dictate that properties be maintained.
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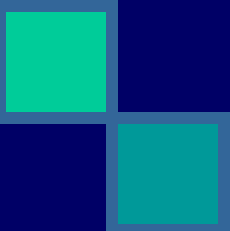



Quality of Life Issues

- Reduce crime and enhance the perception of safety by addressing quality of life issues (e.g. loitering, vandalism , graffiti, homelessness, and unsupervised youth who create public nuisances).
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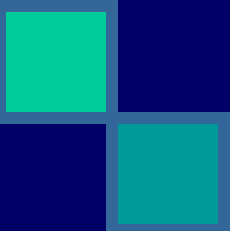



Private Security

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- Private security is a vital and integral part of crime prevention and is interwoven in most of the retail businesses, hotels, and other properties in the DDD. Due to constant turnover, it is imperative that the public safety action plan take into account the monitoring and participation of this industry.
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Public Safety in the DDD

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- Strengthen the partnership between the DDD and NOPD to ensure greater responsiveness; shared vision and goals; maximized efficiency; fiscal accountability and enhanced cooperation and communication.
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Coordination of Major Festival Activities

- Ensure that visitors and citizens who frequent the DDD during major activities (e.g., Bayou Classic, Sugar Bowl, Mardi Gras, the Super Bowl, the Final Four and the Essence Festival, etc.) experience a good time while keeping public disorder to a minimum.
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