

NEW ORLEANS POLICE DEPARTMENT FIRST DISTRICT

Community Action Plan: Crime Reduction and Community Engagement Strategy June 2025



NEW ORLEANS POLICE DEPARTMENT

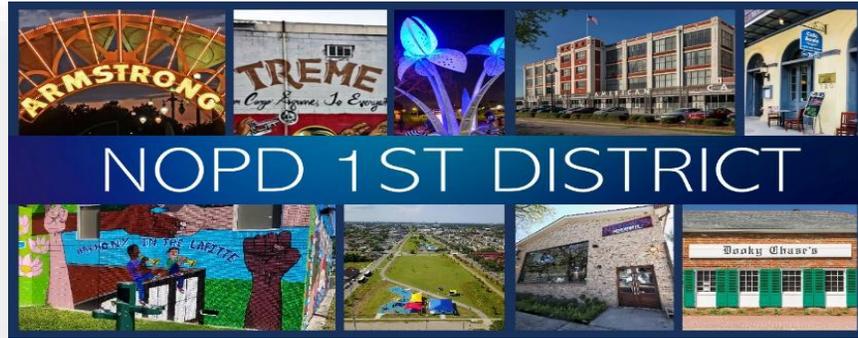


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COMMUNITY ENGAGEMENT PROGRAM OVERVIEW

The New Orleans Police Department's Community Engagement Program consists of a Community Engagement Policy, Community Engagement Plan and Community Outreach and Public Information Plans.



Community Engagement Policy

The New Orleans Police Department shall promote and strengthen community partnerships, engage constructively with the community, ensure collaborative problem solving, ensure ethical and bias-free policing, and increase community confidence in the Department.

Community Engagement Plan

The Community Engagement Manual is designed to be a long term, aspirational document that will enhance the NOPD's community engagement, community policing and problem-oriented policing procedures. The objectives of this manual are meant to guide officers on how to foster positive community engagement interactions between citizens and the NOPD, utilize community policing ideals, create opportunities for substantive engagement with the community, substantive collaboration with the community, and civic engagement.

Community Action Plan

This is a district-specific collaborative partnership with the community. The Community Outreach and Public Information Plans will be specific to each District and address the unique needs of the community serviced in each District.

The information used to draft the new Community Action Plan was gathered from requests from 311, residents and business complaints, and community policing problems identified by District Officers. The purpose of utilizing this information is to identify and prioritize public safety concerns voiced by community members. We also reviewed New Orleans Neighborhood-Police Anti-Crime Coalition (NONPACC) citizen concerns to form a list of issues that the First District should address. The Community Liaison Officers collected feedback from them and analyzed the feedback to identify trending problems that could be developed into robust problem-oriented policing plans. At the time of this updated survey, the 1st District Police Advisory Community Board (PCAB) did not provide any input. Any future contributions from the PCAB will be incorporated as they become available.

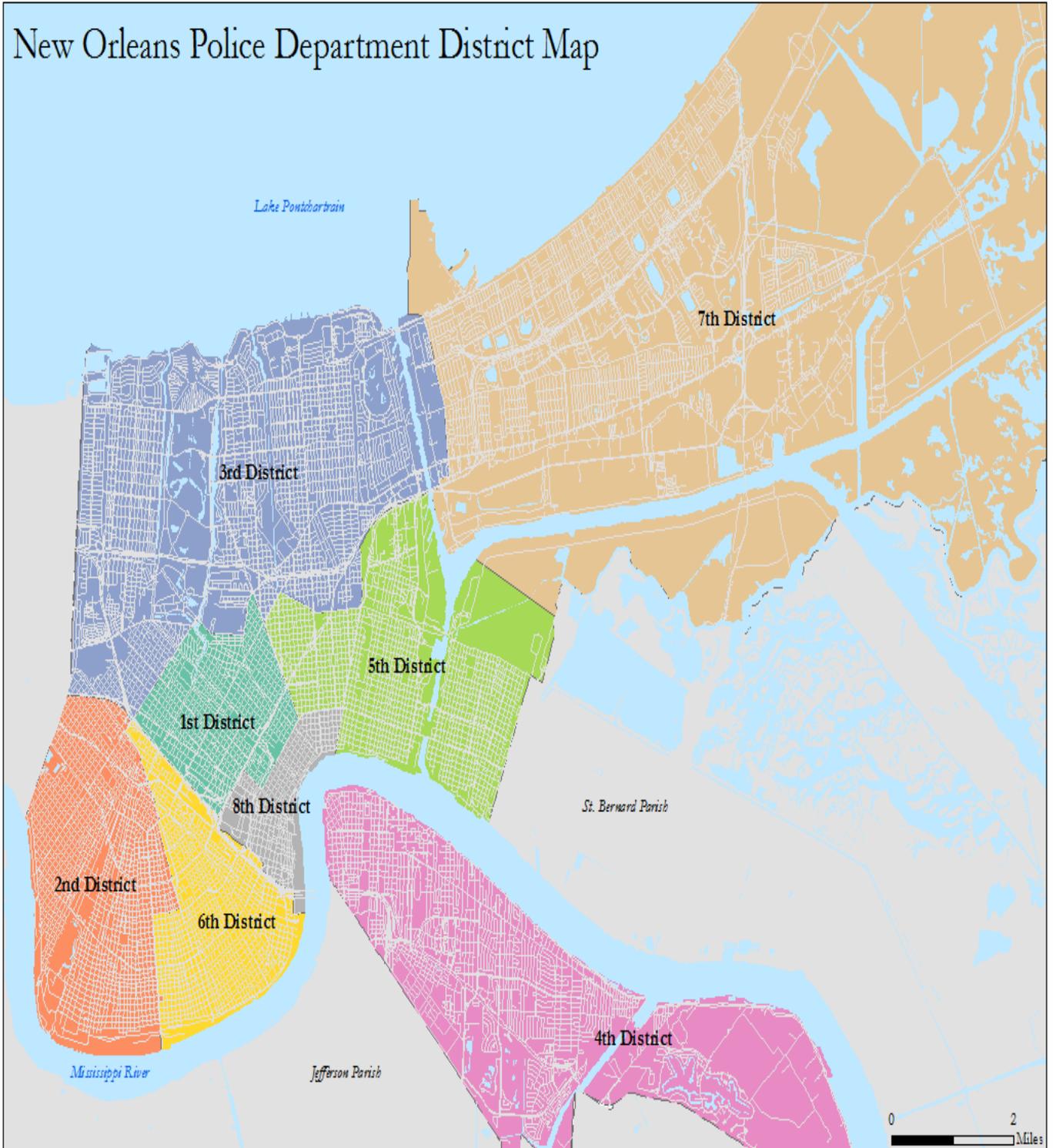
We continue to survey the community every 2 years to update and prioritize these issues. Thus, we continue to establish transparent, actionable items and update them monthly to show community members the district's efforts in resolving community concerns.

FIRST DISTRICT

The First District encompasses approximately 5.2 square miles and currently serves a population of 32,470 residents. Its boundaries are from Carrollton Ave. to Rampart St., and Avery C. Alexander Expressway to St. Bernard Ave. The police station is located at 501 N. Rampart St, New Orleans, LA 70112. The First District encompasses the Mid-City and Historic Treme Area and is diverse in its communities and neighborhoods. It includes the Saenger Theatre as well as the Mahalia Jackson Theatre and Armstrong Park.

The district has 61 officers as of May 2025. The district phone number is (504) 658-6010. The First District can be contacted by email at nopd1stdistrict@nola.gov. For more information about the work of these officers, please follow the Facebook page account: <https://www.facebook.com/NOPDFirst>.

New Orleans Police Department District Map



LEADERSHIP



Kendrick Allen
First District Captain



Merrill Merricks
Second in Command Lieutenant

Captain Allen oversees police services for the NOPD's First District, which encompasses Tremé, Mid-City Neighborhoods, Faubourg St. John Neighborhoods. A 21-year veteran of the New Orleans Police Department is a graduate of John F. Kennedy High School and holds a bachelor's in science criminal justice, as well as master's degrees in both Criminal Justice administration and Theology. His previous assignments include service in the Sixth District, Community Oriented Policing Squad (COPS), Second District, Fourth District, Public integrity Bureau commander and First District.

Captain Allen leads a commendable group of police dedicated to fighting crime and serving the public. His staff includes Detective Commander Lieutenant Merrell Merricks, District Administrative Supervisor Sergeant Qiana Lewis, Senior Police Officer Karl Marshall is the School Resource Officer, Senior Police Officer Kristie Neveaux is the Community Liaison Officer.

Second in Command is Lieutenant Merrell G. Merricks is a 27-year veteran of the New Orleans Police Department. He is a first-generation police officer and has spent his career as a School Resource Officer, a Sex Crimes/Child Abuse Detective, Community Engagement Section Manager, Recruitment Commander, and currently serves as the Assistant Commander of the NOPD's 1st Police District. As the Community Engagement Section Manager, Lieutenant Merricks assisted with formulating the NOPD's Nationally Recognized Community Engagement/Policing Plan. Through this plan, approved by the US Department of Justice and the Office of Consent Decree Monitors, Lieutenant Merricks recognized the importance of community-oriented policing and strengthening relationships/partnerships within the community. Lieutenant Merricks primary mission was to establish a method to engage constructively with the community, to ensure collaborative problem-solving and ethical and bias-free policing, and to increase community confidence in the Department. As a result of his passion and commitment, NOPD has become a national leader in Community Policing and Engagement. Lieutenant Merricks is married with two kids and possesses a master's degree in criminal justice from Southern University at New Orleans.



Sergeant Qiana Lewis
Administrative Supervisor



Officer Karl Marshall
School Resource Officer



Officer Kristie Neveaux
Community Liaison Officer

Sergeant Qiana Lewis is a 24-year veteran of the New Orleans Police Department. She currently serves as the District Administrative Sergeant (DSA). Sergeant Lewis is responsible for all training and compliance audits. She also partners with the Community Engagement Section, Crime Analytics, and other Department units to coordinate communication with the district. She has a master's degree in cyber security from Grand Canyon University.

Officer Karl Marshall (SRO) joined NOPD in 1998 and started his career in the 4th District. He served there until 2002 and while in the 4th District, Officer Marshall joined the District Task Force Unit and later became a detective. In the early part of 2002, Officer Marshall became a School Resource Officer. In 2005 after Hurricane Katrina, he worked in the 7th District and later transferred to the 2nd District. In 2009, Officer Marshall was assigned to the 1st District as the School Resource Officer where he collaborates with schools within the district, attending events and overseeing any issues they may have.

Officer Kristie Neveaux (CLO) joined the New Orleans Police Department in 2009 and began her career in the First District. Throughout her tenure she has performed several roles within the district, first as a Patrol Officer. In 2014, she served as the Quality-of-Life Officer until joining the Power Watch in 2016. Officer Neveaux later became a Field Training Officer, where she was able to share her knowledge with newly graduated Officers. In 2019, she was chosen to fulfill the role as Administrative Officer, scheduling officers and supervisors maintaining compliance of training mandated by department. In 2022, she resumed the role as Community Liaison Officer, aiding the citizens of the First District by investigating a multitude of neighborhood related complaints.

For more information about the work of these officers, please follow the Facebook page account: Search NOPD First District or <https://www.facebook.com/NOPDFirst>

COMMUNITY POLICING PRIORITIES

Given the issues raised by the community, the primary area of focus in the First District Community Outreach and Public Information Plan, drafted in May 2025, will be:

- **Lower overall shoplifting incidents in the First District**
- **Senior Citizen Engagement**
- **Youth Mentorship**

ACTIONABLE ITEMS

Actionable items are concrete steps that the district will take to implement the Community Outreach and Public Information Plan. Actionable items will be quantified or qualified through data analytics and anecdotes. The actionable items are transparency steps that will be updated monthly to demonstrate to the community the exact steps that the district has executed to address the community's concerns.

1. Lower overall shoplifting incidents in the First District

Objective: Reduce reported shoplifting incidents in the First District by 25% over the next 12 months through increased patrol presence, community engagement, and collaboration with local businesses. We'll implement **GeoDeployment**. This deployment strategy helps officers recognize crime patterns and foster stronger community ties by keeping them in consistent areas.

Increased Police Visibility and Patrols

- **Foot and Bike Patrols:**
 - Deploy uniformed officers on foot or bike patrol in high-traffic commercial zones to deter opportunistic theft.
 - Policing Officers conduct more 22Bs and engage in conduct friendly outreach while maintaining a deterrent presence.
- **Strategic Patrol Times:**
 - Focus patrols during peak retail hours and during festivals, second lines, and events when stores are crowded.

Surveillance and Technology

- **Public-Private Camera Partnerships (SafeCam NOLA/Project NOLA):**
 - Encourage retailers to join the city's SafeCam NOLA registry so police can access private surveillance footage during investigations.

- Offer technical guidance or small grants to upgrade outdated camera systems in local businesses.
- License Plate Readers (LPRs):
 - Install LPRs around major commercial corridors to monitor vehicles used in organized retail theft.

Target Repeat Offenders and Organized Retail Crime

- Data-Informed Enforcement (D.I.C.E.):
 - Use NOPD's D.I.C.E. system to identify hot spots and repeat offenders of shoplifting or organized retail theft.
 - Coordinate with the District Attorney's Office to fast-track prosecution of serial offenders.
- Trespass Enforcement Partnerships:
 - Create a list of chronic offenders banned from retail locations; officers can be alerted when these individuals return.

Community Engagement and Prevention

- Informational Awareness Drives:
 - Use flyers, social media, and community meetings to educate residents about the economic impact of shoplifting.
 - Post signage in stores stating that NOPD actively enforces anti-shoplifting laws and that surveillance is in use.

This will be tracked by:

This will be reassessed quarterly, to determine if resources are needed in different areas.

- The district will update the community monthly via NONPACC and PCAB on the strategies used through these programs and educate the public on how to target harden their surrounding area.
- Patrol frequency and duration: Log number of hours per week officers spend on foot/bike patrol in targeted areas.
- Officer reports / 22Bs submitted: Track increases in 22B community interaction forms submitted.
- Incidents reported: Monitor changes in theft incidents during periods of active patrols vs. control periods
- Utilize the RTCC (Real Time Crime Camera Center) to aid in investigations of areas that are trending with violent and property crimes rates.

- Hotspot identification reports: Frequency of reports generated and acted upon.
- Repeat offender tracking: Reduction in repeat offenses by individuals identified through D.I.C.E.
- Prosecution coordination: Track number of cases expedited via D.A.'s office coordination.
- Banned individuals list: Number of chronic offenders listed and monitored.
- Trespass warnings issued/arrests made: Track enforcement actions against listed individuals.
- Information reach: Number of flyers distributed, social media impressions, event attendees.
- Signage installed: Count of businesses participating with NOPD signage.
- All activities will be placed inside the Community Policing Plan

2. Senior Citizen Engagement

Objective: To strengthen relationships with senior residents through consistent engagement, safety education, and supportive services, fostering a safer, more connected community.

Senior Wellness Checks

- Conduct regular, friendly check-ins (in person or by phone) with elderly residents, especially those who live alone or are at higher risk of isolation or victimization.

Mobile Resource Days

- Bring services directly to senior housing complexes, such as flu shots, ID renewal, or free health screenings.
- Include resource tables from local organizations.

Fraud & Safety Workshops

- Offer educational sessions on common scams, elder abuse prevention, and personal safety tips tailored to the concerns of older adults.

Neighborhood Patrol Meet-and-Greets

- Pair foot or bike patrols with intentional stops at senior housing developments or neighborhoods with a high senior population.

Intergenerational Programs

- Partner with schools or youth groups to organize events where young people and seniors can interact—such as game nights, storytelling sessions, or tech help days.

“Adopt-a-Senior” Initiative

- Assign officers or community liaisons to specific seniors for ongoing support, ensuring they have access to resources and a trusted point of contact.

Holiday Outreach & Special Events

- Deliver care packages or holiday meals to seniors, especially during Thanksgiving, Christmas, or extreme weather events.
- Organize themed events such as “Senior Prom”, bingo nights, or talent shows.

Technology Help Days

- Offer assistance with basic tech skills (using smartphones, video calls, online forms), which can help reduce isolation and empower them to stay connected.

This will be tracked by:

- Maintaining a check-in log (digital or paper) with dates, times, and outcomes of each visit/call.
- Create feedback forms for seniors (or family) to assess the quality and helpfulness.
- Track attendance and demographic data.
- Use pre/post-event surveys to assess knowledge gained.
- Document resources provided and follow-up contacts for more help.
- Document patrol visits to senior areas.
- Record meaningful engagements, referrals, or concerns gathered.
- Maintain event rosters of both youth and senior participants.
- Use storytelling/video to capture interactions and testimonials.
- Maintain a registry of assigned officers and matched seniors.
- Survey both seniors and assigned personnel quarterly to assess relationship quality and program impact.
- Collect photos, thank-you notes, or verbal feedback to gauge emotional impact.
- Log number of participants and types of tech issues addressed.
- Create short checklists to evaluate skill improvement.
- Offer follow-up calls or “tech buddies” for long-term assistance.
- All activities will be placed inside the Community Policing Plan

3. Youth Mentorship Initiative Programs: Increase Juvenile Engagement

Objective: Proactively engage with youth to build trust, provide support, and reduce juvenile crime within the district.

- **Expand Community Outreach:** Strengthen relationships with juveniles by partnering with local non-profit organizations, religious institutions, and youth programs to create positive and consistent engagement opportunities.
- **Collaborate with Schools:** Work closely with school administrators and counselors to identify chronic truants, dropouts, and students exhibiting behavioral challenges. Early identification allows for targeted interventions and support.
- **Crime Prevention:** Implement mentorship, educational workshops, and recreational programs aimed at reducing juvenile involvement in criminal activity. Strengthening support networks and offering alternatives to delinquency can directly impact district crime rates.

Juvenile Engagement Plan – Summer Initiative

Objective: Provide structured, supportive, and enriching opportunities for youth during the summer months to reduce idle time, foster positive relationships, and prevent juvenile delinquency.

Partner with Local Organizations:

- Collaborate with community centers, non-profits, and faith-based organizations to host summer camps, sports leagues, and mentorship programs.
- Support or co-host events like back-to-school drives, cookouts, and community clean-up days to increase officer visibility in a positive context.

School System Collaboration:

- Work with local schools to identify students who may be at risk over the summer due to lack of supervision or engagement.
- Offer school resource officers and counselors as liaisons for summer support or check-ins.

Summer Youth Academy or Explorer Program:

- Launch or expand a youth police academy that teaches leadership, teamwork, and life skills while building trust between youth and law enforcement.
- Introduce youth to careers in law enforcement and public service through interactive experiences.

Safe Spaces & Activities:

- Create or support drop-in centers or designated safe zones where youth can access recreation, the internet, food, and positive mentorship.
- Encourage local businesses to sponsor summer youth events or provide part-time work opportunities.

Targeted Outreach:

- Identify and engage with youth who have prior contact with the juvenile system or are known to be at risk.
- Assign officers or community liaisons to conduct wellness visits, provide resources, and build consistent relationships.

Expected Outcomes:

- Decrease in juvenile-related incidents during the summer.
- Improved community relations and trust.
- Increased access to resources and opportunities for at-risk youth.

This will be tracked by:

- Number of partnerships formed with local organizations (community centers, nonprofits, schools, businesses).
- Frequency and attendance at engagement events or activities.
- Demographic data of youth participating (age, location, school, etc.).
- Youth satisfaction surveys to assess the perceived value of outreach efforts.
- Changes in youth engagement (e.g., increase in participation over time).
- Number of schools actively collaborating.
- Referrals made by school staff (truants, dropouts, at-risk youth).
- Response time from referral to intervention.
- Outcomes for referred students (e.g., return to school, improved attendance/behavior).

- Number of mentorship or educational sessions held and attended.
- Participation rate in recreational and educational programs.
- Juvenile crime statistics in the district (before/after intervention).
- Recidivism rate among juveniles previously involved in the justice system.
- Feedback from participants and mentors on effectiveness.
- Number and type of events co-hosted (e.g., summer camps, back-to-school drives).
- Attendance at events and camps.
- Feedback from community partners (via surveys or focus groups).
- Number of students identified as at-risk.
- Number of summer support interactions (check-ins, referrals).
- Participation of school resource officers or counselors in summer programs
- All activities will be logged into the Community Policing Plan.

Communnity Engagement



