

Mission

The City of New Orleans delivers excellent service to its citizens with courage, competence and compassion. We provide unbeatable customer service driven by sound fiscal management. As good stewards of our resources, we ensure safe neighborhoods, excellent schools, good-paying jobs and a clean environment for our citizens.

We facilitate partnerships, link strong leaders and new ideas and leverage critical resources to move New Orleans forward. Our decisions are informed by effective communication and active citizen involvement.

We responsibly manage and preserve our City's natural resources.

Values

Our service is driven by core values that define and inspire how we work in the City of New Orleans.

Integrity: We are committed to serving the citizens of New Orleans, not ourselves. We are honest and trustworthy. We continually strive to improve efficiency and cost-effectiveness.

Excellence: We deliver high-quality City services focused on better outcomes for all New Orleanians. We raise and exceed the expectations of our citizens. Our service inspires others to deliver their best.

Transparency: We are clear and honest in public decision-making, provision of data and delivery of City services.

Teamwork: We work across departments, programs and services to deliver better results for our citizens. We are passionate about our work, have fun doing it and celebrate a job well done.

Responsiveness: We are eager to respond to citizen requests and committed to delivering solutions in a timely manner.

Innovation: We build partnerships across City agencies and with community partners to create new solutions to the City's most intractable problems.

Diversity and Inclusion: We seek a city where all people, irrespective of race, religion, gender or sexual orientation, share opportunity and responsibility, risk and reward, political power and economic prosperity.

Vision

New Orleans is a model city. We demonstrate to the world the power of strong leadership in the halls of City government and on streets. With resilience, we transform challenges into instruments of progress with the belief and assurance that change is possible.

We are a unified city where municipal employees and engaged citizens work together to create equitable, thriving communities for all. The City of New Orleans leverages the transformative power of our people to build safe neighborhoods and foster educational, economic and cultural opportunities.

We are a creative city. We recognize limitless opportunity and appreciate the shared benefit of our neighbor's success. The richness of diversity is manifested clearly in our culture—a beautiful mosaic that only New Orleans is able to create. Our commitment to excellence, coupled with timeless cultural heritage and creative vision ensures New Orleans' greatness for generations to come.

Results Maps

<p>Result Area: Public Safety</p> <p>Goal: Ensure the public's safety and serve our citizens with respect and dignity.</p>
<p>Objective 1.1 Rebuild citizen confidence in public safety offices</p>
<p>Key Outcome Measures</p> <ul style="list-style-type: none"> • Percent of citizens reporting feeling safe in their neighborhood (NOCC survey) • Percent of citizens reporting confidence in NOPD (NOCC survey)
<p>Strategies</p> <ul style="list-style-type: none"> 1.1.1 Reform NOPD policies and operations 1.1.2 Employ proactive policing and positive community engagement 1.1.3 Support oversight entities to promote transparency, accountability, and trust
<p>Objective 1.2 Ensure safe and secure neighborhoods, and reduce the murder rate</p>
<p>Key Outcome Measures</p> <ul style="list-style-type: none"> • Rate of homicide per 100,000 population • Rate of violent crime per 100,000 population • Rate of property crime per 100,000 population • Percent of citizens rating police protection fair, good, or very good (UNO Quality of Life Survey) • Average number of days from case acceptance to disposition by the court • Number of fatal traffic accidents per 100,000 population
<p>Strategies</p> <ul style="list-style-type: none"> 1.2.1 Prevent illegal activity 1.2.2 Intervene when conflicts occur to resolve them non-violently 1.2.3 Enforce the law with integrity 1.2.4 Effectively and fairly administer justice 1.2.5 Rehabilitate the incarcerated so that they do not recidivate 1.2.6 Coordinate the criminal justice system
<p>Objective 1.3 Prepare for, mitigate, and effectively respond to emergencies</p>
<p>Key Outcome Measures</p> <ul style="list-style-type: none"> • Number of fires per 1,000 structures (residential, commercial, and industrial) • Number of fatalities due to fire • Percent of citizens rating fire protection fair, good, or very good (UNO Quality of Life Survey) • Cardiac arrest with pulse at delivery to hospital • Percent of City plans, procedures, and other strategies that are National Incident Management System (NIMS) compliant
<p>Strategies</p> <ul style="list-style-type: none"> 1.3.1 Respond to emergencies, including fire and medical, effectively 1.3.2 Plan and prepare for disasters

Result Area: Open and Effective Government

Goal: Ensure sound fiscal management and transparency, promote effective, customer-driven services and foster active citizen engagement in City government.

Objective 2.1 Exercise effective management and accountability for the City's physical resources

Key Outcome Measure

- Bond ratings (S&P, Fitch, Moody's)

Strategies

- 2.1.1 Effectively steward the City's financial resources
- 2.1.2 Manage the City's information and analyze the City's performance data
- 2.1.3 Manage vendor relationships and provide oversight of City contracts
- 2.1.4 Responsibly support the City's capital assets

Objective 2.2 Attract, develop, and retain public servants throughout City government empowered to deliver high-quality customer service

Key Outcome Measures

- Rate of employee turnover
- Percent of employees engaged and satisfied

Strategies

- 2.2.1 Cultivate a high-quality City workforce
- 2.2.2 Provide fair and reasonable benefits to City employees and retirees

Objective 2.3 Facilitate the legal, administrative, and policy work of governmental bodies serving City residents

Key Outcome Measure

- Percent of citizens rating overall government services fair, good, or very good (UNO Quality of Life Survey)

Strategies

- 2.3.1 Govern the City with integrity and accountability
- 2.3.2 Defend the City's legal interests
- 2.3.3 Promote civic engagement
- 2.3.4 Facilitate, link, and leverage resources with external organizations

Result Area: Children and Families

Goal: Promote the health and well-being of youth and families by ensuring that quality educational, economic, health and recreational programming opportunities are available for all.

Objective 3.1 Improve health outcomes for City residents

Key Outcome Measures

- Rate of low birth weight babies
- County Health Ranking (University of Wisconsin)
- American Fitness Index ranking (metro) (American College of Sports Medicine)
- Percent of citizens rating health services fair, good, or very good (UNO Quality of Life Survey)

Strategies

- 3.1.1 Improve access to healthcare for city residents (including access to mental health services)
- 3.1.2 Provide public health services to City residents, including community health education and preventing the spread of communicable diseases

Objective 3.2 Support the development of strong and resilient youth and families, including children in schools

Key Outcome Measures

- High school graduation rate
- LEAP test passage rates
- Teen pregnancy rate

Strategies

- 3.2.1 Support increased student achievement and school success, including closing achievement gaps
- 3.2.2 Encourage the development of strong and resilient families
- 3.2.3 Support the social and emotional needs of youth

Objective 3.3 Provide high-quality cultural and recreational opportunities to City residents and visitors

Key Outcome Measures

- Percent of citizens satisfied with culture and recreational opportunities (UNO Quality of Life Survey)
- Number of registered arts and culture nonprofit organizations per 100,000 population

Strategies

- 3.3.1 Support cultural institutions and experiences
- 3.3.2 Provide recreational opportunities to residents

Objective 3.4 Facilitate the provision of effective human services to City residents

Key Outcome Measures

- Homeless Point in Time Count
- Food Insecurity Rate (US Department of Agriculture, Feeding America)
- Percent of population with low access to a grocery store
- Percent of citizens rating services for the poor fair, good, or very good (UNO Quality of Life Survey)

Strategies

- 3.4.1 Provide quality, secure housing to residents and reduce homelessness
- 3.4.2 Ensure a safety net of needed services is available to all residents
- 3.4.3 Ensure residents' access to a variety of healthy nutritional options
- 3.4.4 Honor the service of veterans and wounded warriors by recognizing their unique needs

Result Area: Sustainable Communities

Goal: Support sustainable communities that integrate quality housing, transportation, schools, commercial development, energy efficiency, parks and green space, flood protection and cultural assets.

Objective 4.1 Maintain and improve public infrastructure

Key Outcome Measures

- Percent of citizens rating condition of streets fair, good, or very good (UNO Quality of Life Survey)
- Mean travel time to work (American Community Survey)
- Percentage of workers commuting to work by means other than driving alone (including carpooling, public transportation, biking, and walking)
- Percent of citizens rating drainage/flood control fair, good, or very good (UNO Quality of Life Survey)
- Percent of citizens rating public transportation fair, good, or very good (UNO Quality of Life Survey)
- Percent of citizens rating control of traffic congestion fair, good, or very good (UNO Quality of Life Survey)

Strategies

- 4.1.1 Maintain and improve road surface infrastructure
- 4.1.2 Consistently implement Complete Streets philosophy in streets investments
- 4.1.3 Effectively administer the City's capital improvements program
- 4.1.4 Optimize the City's subsurface drainage infrastructure to ensure resilient neighborhoods

Objective 4.2 Promote Quality Neighborhoods

Key Outcome Measures

- Percent of citizens rating control of abandoned houses fair, good, or very good (UNO Quality of Life Survey)
- Percent of citizens rating parks and recreation fair, good, or very good (UNO Quality of Life Survey)
- Percent of citizens rating control of trash and litter / trash pickup fair, good, or very good (UNO Quality of Life Survey)
- Percent of citizens satisfied with life in New Orleans (UNO Quality of Life Survey)
- ParkScore (based on acreage, service and investment, and access) (Trust for Public Land)
- Percent of citizens rating zoning fair, good, or very good (UNO Quality of Life Survey)

Strategies

- 4.2.1 Reduce blighted properties by 10,000 by the end of 2013
- 4.2.2 Provide effective sanitation services to residents and businesses
- 4.2.3 Protect and preserve parks and other green spaces
- 4.2.4 Regulate land use to support safe, vibrant neighborhoods and preserve historic properties

Objective 4.3 Promote energy efficiency and environmental sustainability

Key Outcome Measures

- Percent of days with healthy air quality (EPA)
- Number of health based drinking water violations (EPA)
- Number of certified green buildings (US Green Building Council)
- Number of land acres in Orleans Parish (US Geological Survey)

Strategies

- 4.3.1 Restore the City's marshes and coastline
- 4.3.2 Promote green energy and other sustainability measures
- 4.3.3 Remediate brownfields, lead, and other environmental hazards

Result Area: Economic Development

Goal: Spur the growth of a diverse, inclusive economy that creates good-paying jobs and provides equal access to economic prosperity.

Objective 5.1 Promote business growth and job creation

Key Outcome Measures

- Population
- Number of jobs (metro)
- Number of high wage jobs
- Number of cultural industry jobs
- Number of tourists (metro)
- Number of occupational licenses
- Amount of sales taxes generated

Strategies

- 5.1.1 Foster a business-friendly regulatory environment, including streamlining the permitting process
- 5.1.2 Promote an environment of equal opportunity for a diverse supplier pool
- 5.1.3 Aggressively seek to attract new business and retain existing businesses
- 5.1.4 Provide support for world-class special events

Objective 5.2 Develop and train the local workforce, and connect residents with jobs

Key Outcome Measures

- Unemployment rate
- Gross Metro Product (GMP) per job
- Percent of population with some college, and bachelor's degree or higher)
- Percent of households in the middle class
- Median household income by race and ethnicity

Strategies

- 5.2.1 Provide access to work opportunities to youth and other vulnerable populations
- 5.2.2 Promote workforce development and skills training to meet employers' needs
- 5.2.3 Link employers to the local workforce

Result Area: Innovation

Goal: Develop and implement innovative programs that transform the City, improve City services and promote efficiency and effectiveness

Objective 6.1 Implement projects that enable the achievement of citywide outcomes and that provide long-term value

Key Outcome Measure

- Marginal value generated (through increased revenues or decreased cost) from innovation projects

Strategies

- 6.1.1 Implement projects that improve stewardship of the City's assets
- 6.1.2 Implement projects that improve relationships with the City's customers
- 6.1.3 Implement projects that cultivate a high-quality City workforce
- 6.1.4 Implement projects that integrate the City's financial information
- 6.1.5 Implement projects that improve the quality and management of the City's technology investments
- 6.1.6 Implement projects that improve the selection and oversight of vendors