



# CITY OF NEW ORLEANS

## **2015 Proposed Budget Office of Police Secondary Employment**

*November 4<sup>th</sup>, 2014*



# 2015 Budget Presentation

- **Department Mission & Vision**
- **2014 Accomplishments**
- **2015 Allocation**
- **2015 Department Goals**
- **Performance Measures**



# Department Mission & Vision

## Mission Statement

The Office of Police Secondary Employment manages police secondary employment with integrity, fairness, transparency, and efficiency on behalf of the NOPD and the City of New Orleans in order to provide a top-quality service and build trust in our police department and our city government.

## Vision Statement

The Office of Police Secondary Employment will reengineer the policy and procedure of police details to ensure a fair, efficient, transparent system is emplaced. We will be known for our unwavering devotion to selfless public service, our efficient methods that achieve real results, and our cheerful and collegial customer service, resulting in a best-in-class program among US municipalities. Evidence of this change will be buy-in by customers, officers, and the public, as well as knowledge sharing with other local and national law enforcement agencies who seek to accomplish similar goals.



# 2014 Accomplishments

- Initiated operations in accordance with the court's requirements and fully implemented time-based details
- Successfully managing major events. Administered the police detail for Essence, Saints games, Tulane football, and local festivals.
- Increased monthly hours almost 11,000% since October 2013
- Total annual operating costs 8% below 2014 proposal; monthly revenues for September and October are now positive.
- 36 of 42 Consent Decree paragraphs judged “demonstrated compliance”
- Instituted pricing flexibility to better meet customers' and officers' expectations, resulting in a better service with better results
- Built confidence among constituents – court, DOJ, consent decree monitor, customers, officers



# 2014 Accomplishments

**2014 Goal:** “Finish building the organization. Get the right equipment, hire the right people, establish the right policies and procedures.”

## Results:

1. Scheduling software procured, put into operation, and in use since November 2013.
2. OPSE staff of nine now all have at least one year of experience. Worked very lean to limit operating costs and minimize the admin fee. Continuing to explore creative ways to increase productivity and minimize cost.
3. Policies developed and approved by NOPD, the DOJ, the consent decree monitor, and the federal court. Published and distributed *Policies and Procedures for Customers and Officers* in Dec 2013. Continually refining.



# 2014 Accomplishments

**2014 Goal:** “Educate and inform officers, customers, and stakeholders”

**On average every month, OPSE staff conducts at least:**

- 60 meetings with customers
- 12 meetings with stakeholders
- 80 meetings with individual NOPD officers or groups of officers
- Hundreds of phone calls with officers and customers



# OPSE Newsletters



## Office of Police Secondary Employment

MAY 23, 2014

Volume 1, Issue 3

### Did You Know?

- Over \$646,000 has been paid to NOPD officers since January 2014. The OPSE paid officers \$123,000 on the May 23rd payroll.
- 304 officers have worked jobs through the Office of Police Secondary Employment.
- In the two-week period ending May 17th, the OPSE had 40 new customers, three of which were for permanent jobs.
- Customers now have the option of contacting OPSE to schedule a job through the website [www.HireNopd.com](http://www.HireNopd.com)

*"Thank you for making the OPSE detail system a pleasant experience for me. I held out for a few months working details, but since I've started 3 weeks ago, I must say it has been a good experience. Thanks again."*

-NOPD Officer Randolph Daniel

### NEW JOBS THIS WEEK

Date	Time	No. of Officers	Employer	Location	Activity	Permanent or 1-Time	Rate
5/31/14	7:30 - 16:30	4	Joe Brown Park	3803 Read Boulevard	Football Clinic	1-time	PO
6/9/14 - 6/15/14	7:00 - 20:00	2	Ebb Tide Productions	13803 Old Gentilly Rd	Film Security	1-time	PO
6/6/14 - 6/13/14	6:00 - 20:00	2	Ebb Tide Productions	3013 Michael Blvd	Film Security	1-time	PO
6/16/14 - 6/23/14	6:00 - 18:00	2	Ebb Tide Productions	3013 Michael Blvd	Film Security	1-Time	PO
6/24/14 - 6/27/14	7:00 - 19:00	2	Ebb Tide Productions	13803 Old Gentilly Rd	Film Security	1-Time	PO
6/30/14	7:00 - 20:00	2	Ebb Tide Productions	7 Mangrove Place / 400 Thayer Avenue	Film Security	1-Time	PO

Login to [www.opse.nola.gov](http://www.opse.nola.gov) self-service to sign-up for these jobs - For assistance call us at 637-8764. Visit us at City Hall RM. 1W30 - Email us at [opse@nola.gov](mailto:opse@nola.gov) - Visit our [YouTube](http://www.youtube.com/user/opsechannel) / [Facebook](http://www.facebook.com/opsechannel) channels



## Office of Police Secondary Employment

MAY 13, 2014

Volume 1, Issue 2

### Did You Know?

Officers worked more than 4,400 hours in March through the OPSE.

Over \$306,000 has been paid to officers in 15 successful payrolls; over \$306,000 has been paid since June. The OPSE paid officers \$87,000 during the April 5 payroll.

Officers have registered (69% of current NOPD personnel strength) and 713 of them have been in Compliance Bureau.

Officers can "work down" on any job in a sergeant or PO role for sergeant or PO pay. Sergeants can on any job in a PO role for PO pay.

Officers who worked through the OPSE made more than \$500 in their last two-week pay periods who worked through the OPSE made more than \$750 in their last two-week pay period.

*"The new setup is great. I thought it worked very well, and there was no downtime. I will be happy to recommend this to my colleagues who produce events."*

-Danny Akers, Cafe Amelie

### NEW JOBS THIS WEEK

Time	No. of Officers	Employer	Location	Activity	Permanent or 1-Time	Rate	
12:00 - 18:00	1	Home Depot	1100 S Claiborne Ave	Retail Security	1-time	PO	
18:00 - 23:00	1	Home Depot	1100 S Claiborne Ave	Retail Security	1-time	PO	
19:00 - 24:00	1	ACME Oyster House	724 Berwick Street	Restaurant Security	Permanent	PO	
13:00 - 17:00	1	Urban Outfitters	400 N. Peters Street	Retail Security	1-Time	PO	
17:00 - 21:00	1	Urban Outfitters	400 N. Peters Street	Retail Security	1-Time	PO	
4/23/14	22:00 - 02:00	3	Crystal Plaza Shopping Center	10820 Chef Menteur Hwy	Retail Security	Permanent	PO
4/26/14 - 4/28/14	17:00 - 09:00	7	Baytown Community Health Services	4985 St. Claude Avenue	Grand Opening	1-Time	PO

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## Office of Police Secondary Employment

MAY 6, 2014

Volume 1, Issue 1

### Did You Know?

Officers are being paid more than \$40,000 every pay period through OPSE, and that number is increasing.

Officers have been filing job requests at a rate of 96%.

For a job doesn't mean that you have the job. It only means you are in contention for the job. Once the sign-up period is closed, you are selected according to criteria which can be seen [here](#).

Multiple pages of jobs located in the sign-up section. Make sure you click the buttons at the bottom of the screen to see [the additional pages](#).

*"The new setup is great. I thought it worked very well, and there was no downtime. I will be happy to recommend this to my colleagues who produce events. Thanks."*

-Danny Akers, Cafe Amelie manager

### NEW JOBS THIS WEEK

Date	Time	Number of Officers	Employer	Location	Activity	Permanent or 1-Time	Rate
5/13/14	18:00 - 21:00	1	United Methodist Church	2403 Annette St. (7th Ward)	Church Security	1-time (one-time permanent)	PO
3/7/14	17:45 - 22:30	2	Temple Oral	6227 St. Charles Ave.	Community Events	1-Time	PO
3/6/14	18:00 - 22:30	2	Temple Oral	6227 St. Charles Ave.	Community Events	1-Time	PO
5/13/14	18:30 - 20:00	2	Coronet Ave. Church of Christ	4340 S. Coronet Ave.	Church Fair Inv	1-Time	PO
5/17/14	12:00-18:00	1	Fin McCaslin	Fin McCaslin (2706 Berwick St)	St. Patrick Day Party	1-Time	Upt.
5/17/14	12:00-18:00	4	Fin McCaslin	Fin McCaslin (2706 Berwick St)	St. Patrick Day Party	1-Time	PO
5/17/14	18:00-20:00	1	Fin McCaslin	Fin McCaslin (2706 Berwick St)	St. Patrick Day Party	1-Time	Upt.
5/17/14	18:00-20:00	4	Fin McCaslin	Fin McCaslin (2706 Berwick St)	St. Patrick Day Party	1-Time	PO
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# OPSE's Web Site for Customers

HIRE NOPD

[Why Hire NOPD?](#) [Services](#) [Fees](#) [Testimonial](#) [About Us](#)



If you need an officer for a job in the next 48 hours, please call us directly at (504) 658-8747

## WHY HIRE NOPD?

New Orleans Police Department officers are the best equipped, most professional security officers in the region.

Our officers know how to manage the public, diffuse potentially dangerous situations, and respond in every situation with professionalism. They have the ability to make arrests and call for immediate back-up in emergencies. From patrolling the neighborhoods to managing millions of people for special events, your officers are trained and ready to serve.

The safety and protection of our citizens, visitors, and businesses are critical to our way of life in New Orleans, so we've made it easy for you to hire a professional New Orleans Police officer for your private security needs.



## SERVICES

- Retail & Restaurant Security
- Property Protection (Neighborhood Patrol, Worksite Protection)
- Permitted Special Event Security (including Block Parties)
- Sporting Events
- School Events & Team Escorts
- Construction Traffic Management
- Private & Public Events

\*Currently the OPSE only manages static security details that are paid hourly. We do not manage escort, K-9, motorcycle (including escort lines and parades), or mounted details. Until the OPSE assumes responsibility for these, you can continue to hire officers for these types of details by calling the NOPD Security Detail Section at: Traffic Division



# OPSE's City Web Site



CITY OF NEW ORLEANS  
MAYOR MITCHELL J. LANDRIEU

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## Office of Police Secondary Employment

About

## Office of Police Secondary Employment

The Office of Police Secondary Employment (OPSE) is now coordinating all police secondary employment (i.e. "police details") that are paid on an hourly basis. This includes general security, neighborhood patrols, school traffic management, special events, private events, street closures, etc. The only types of police details not yet managed through OPSE are escorts (funeral, wedding), parades, second lines, K9 sweeps, and horse-mounted officer patrols. These types of details will be administered through OPSE in the future. If you would like to arrange one of these types of details, please contact the NOPD Special Events Section at the City's One Stop Shop.

In August 2013, the New Orleans City Council passed two ordinances that were the first steps toward enabling the OPSE to begin accepting payments for police secondary work. Then in late July, 2014, the US District Court – Eastern District of Louisiana issued a court order that established a flexible pricing schedule for police details (see the ordinances and court order on the right of this page under "Latest Information."). The current fee structure is as follows:

### OPSE 4-Tiered Pay/Fee/Price Schedule

Tier	Police Officer		
	Officer Pay	Admin Fee	Customer Price
1	\$29.33	\$4.35	\$33.68
2	\$34.00	\$5.00	\$39.00
3	\$46.33	\$5.00	\$51.33
4	\$68.00	\$5.00	\$73.00
Tier	Sergeant		
	Officer Pay	Admin Fee	Customer Price
1	\$32.10	\$4.80	\$36.90
2	\$37.50	\$5.00	\$42.50
3	\$49.10	\$5.00	\$54.10
4	\$68.00	\$5.00	\$73.00
Tier	Lieutenant		
	Officer Pay	Admin Fee	Customer Price
1	\$35.00	\$5.00	\$40.00
2	\$41.00	\$5.00	\$46.00
3	\$52.00	\$5.00	\$57.00
4	\$68.00	\$5.00	\$73.00
Tier	Captain/Major/Commander		
	Officer Pay	Admin Fee	Customer Price
1	\$39.00	\$5.00	\$44.00
2	\$46.00	\$5.00	\$51.00
3	\$56.00	\$5.00	\$61.00

[www.hirenopd.com](http://www.hirenopd.com)

### Office of Police Secondary Employment (OPSE)

1300 Perdido Street  
Suite 1W30  
New Orleans, LA 70112

Phone (504) 658-8747

Email [opse@nola.gov](mailto:opse@nola.gov)

Request an Officer [www.HireNOPD.com](http://www.HireNOPD.com)

### Latest Information

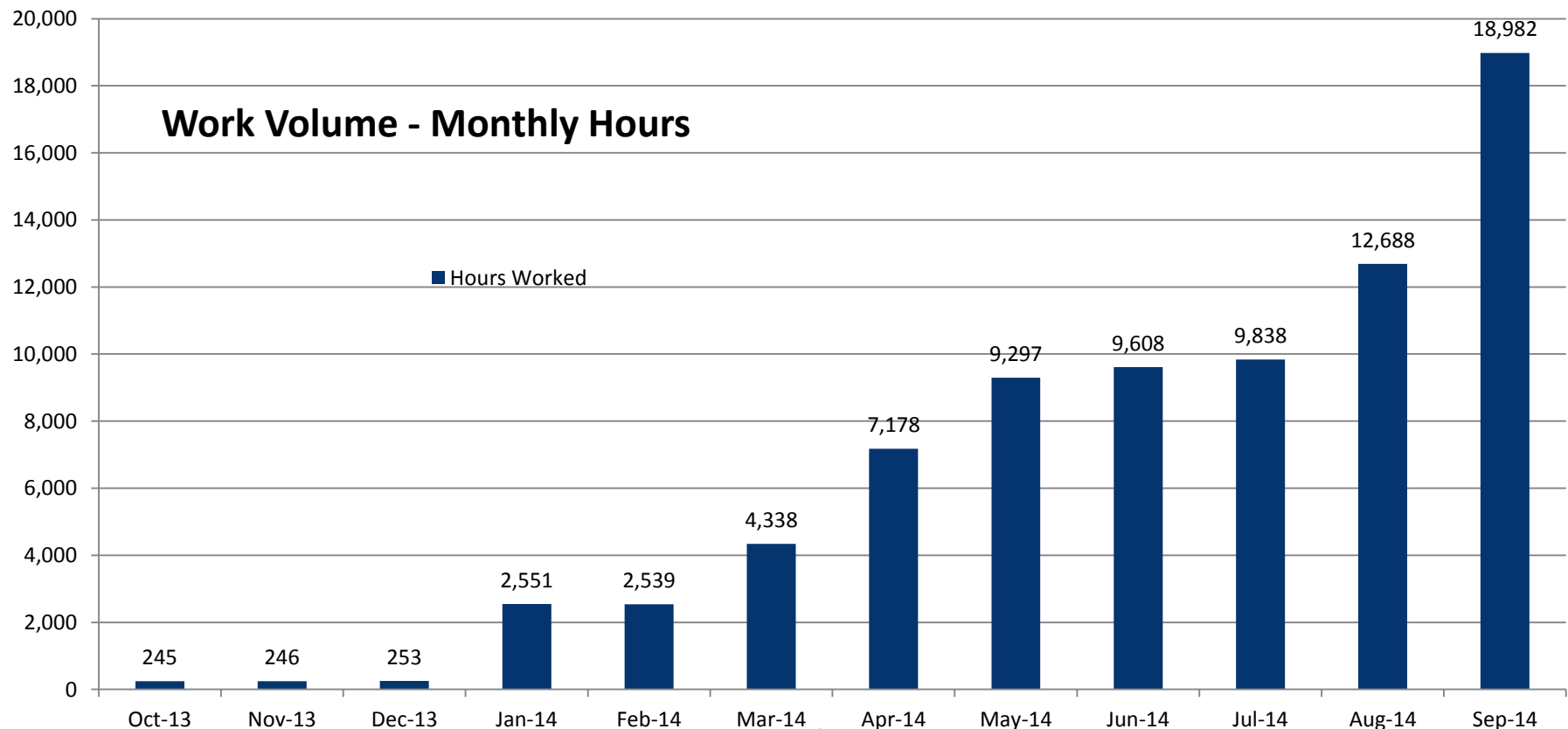
- NEW - [Court Order - Memorandum of Agreement with SMG](#)
- NEW - [Court Order - Secondary Employment Rate & Fee Schedule](#)
- NEW - [Court Order and Reasons, Modification to Consent Decree Paragraph 348](#)
- [Letter to Consent Decree Monitor's NOPD Quarterly Report](#)
- [Consent Decree Monitor's NOPD Second Quarterly Report](#)
- [Frequently asked questions](#)
- [OPSE Budget Summary](#)
- [OPSE Policy Development Presentation](#)
- [OPSE Enterprise Fund Ordinance](#)
- [OPSE Fee Schedule Ordinance](#)
- [Policies and Procedures for Customers & Officers Version 3.0](#)

# Officers working over 20,000 hours per month

**2014 Goal:** “Increase the total volume of available work for NOPD officers”

Year-to-date through 30 Sep 14:

- Over 78,000 hours of work managed
- Projected monthly total for October will be more than 22,000 hours

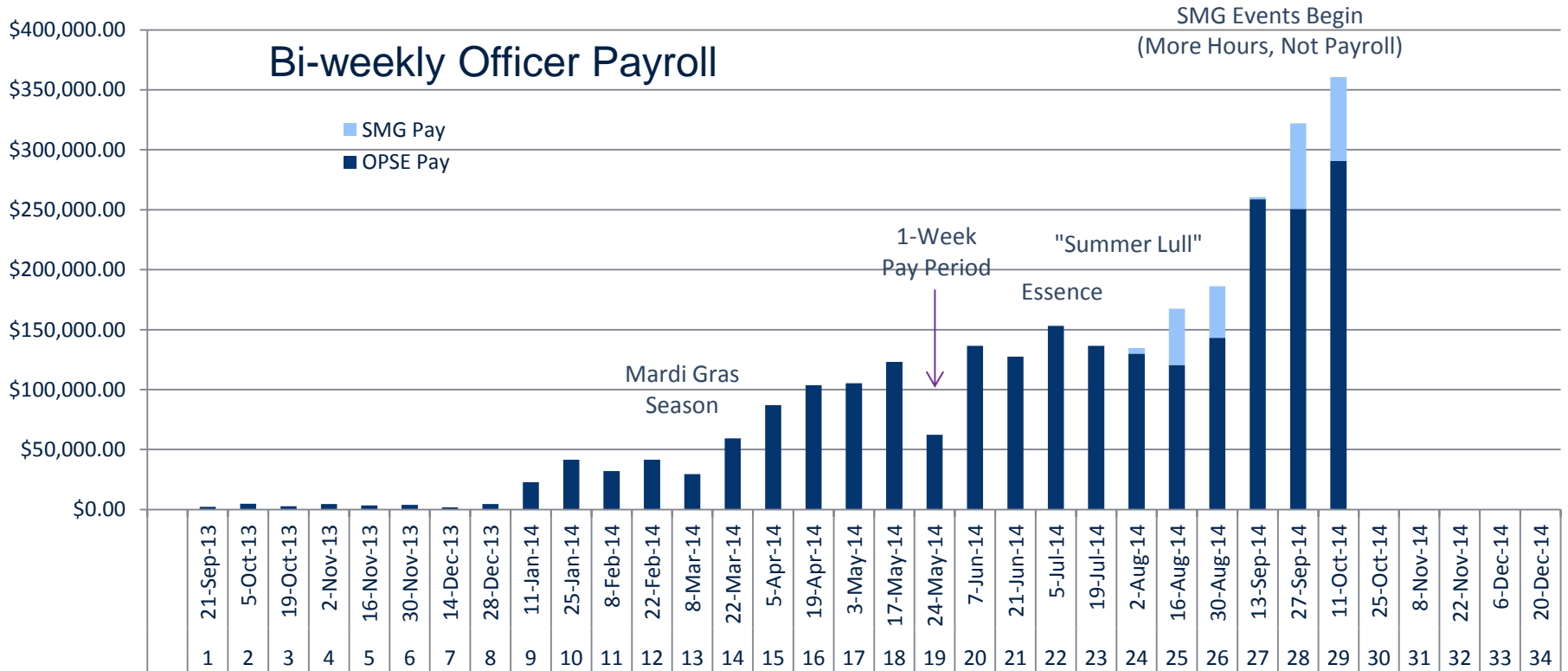


# Officers are supplementing their incomes

**2014 Goal:** “Begin operations and build confidence among the constituencies”

Year-to-date through 11 Oct 14:

- Nearly \$2,500,000 paid to officers
- Currently over \$290,000 per 2-week pay period

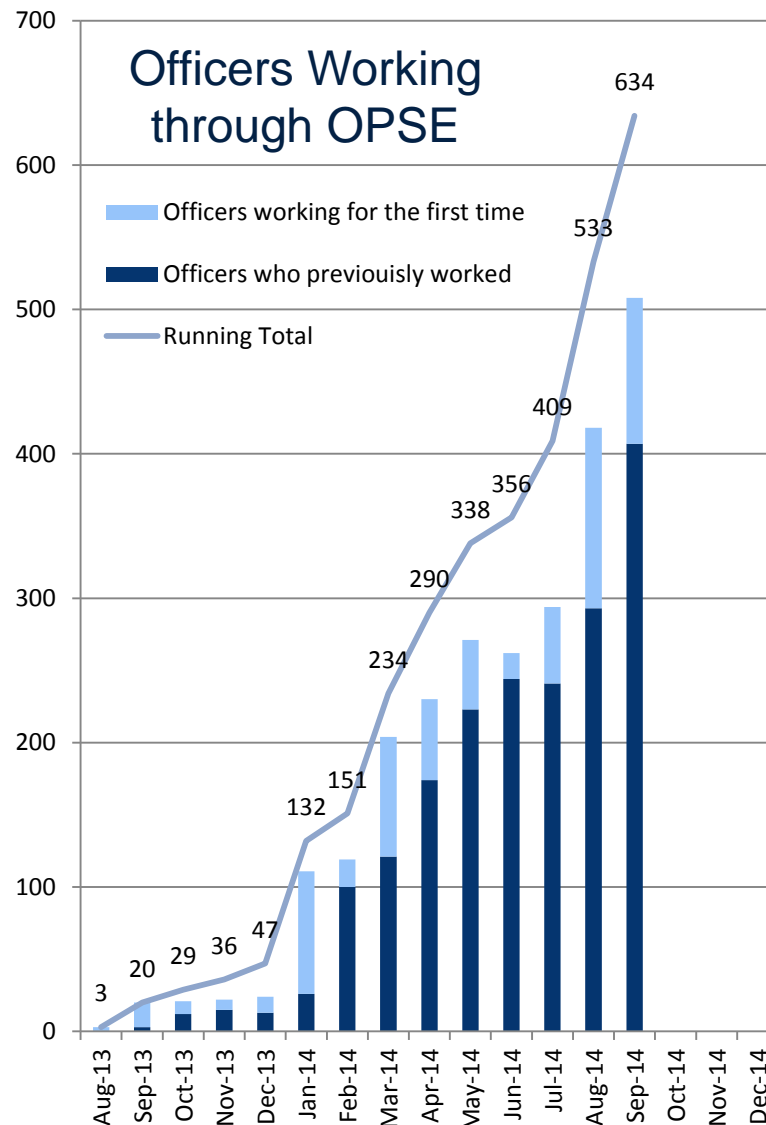


# Officer participation continues to grow monthly

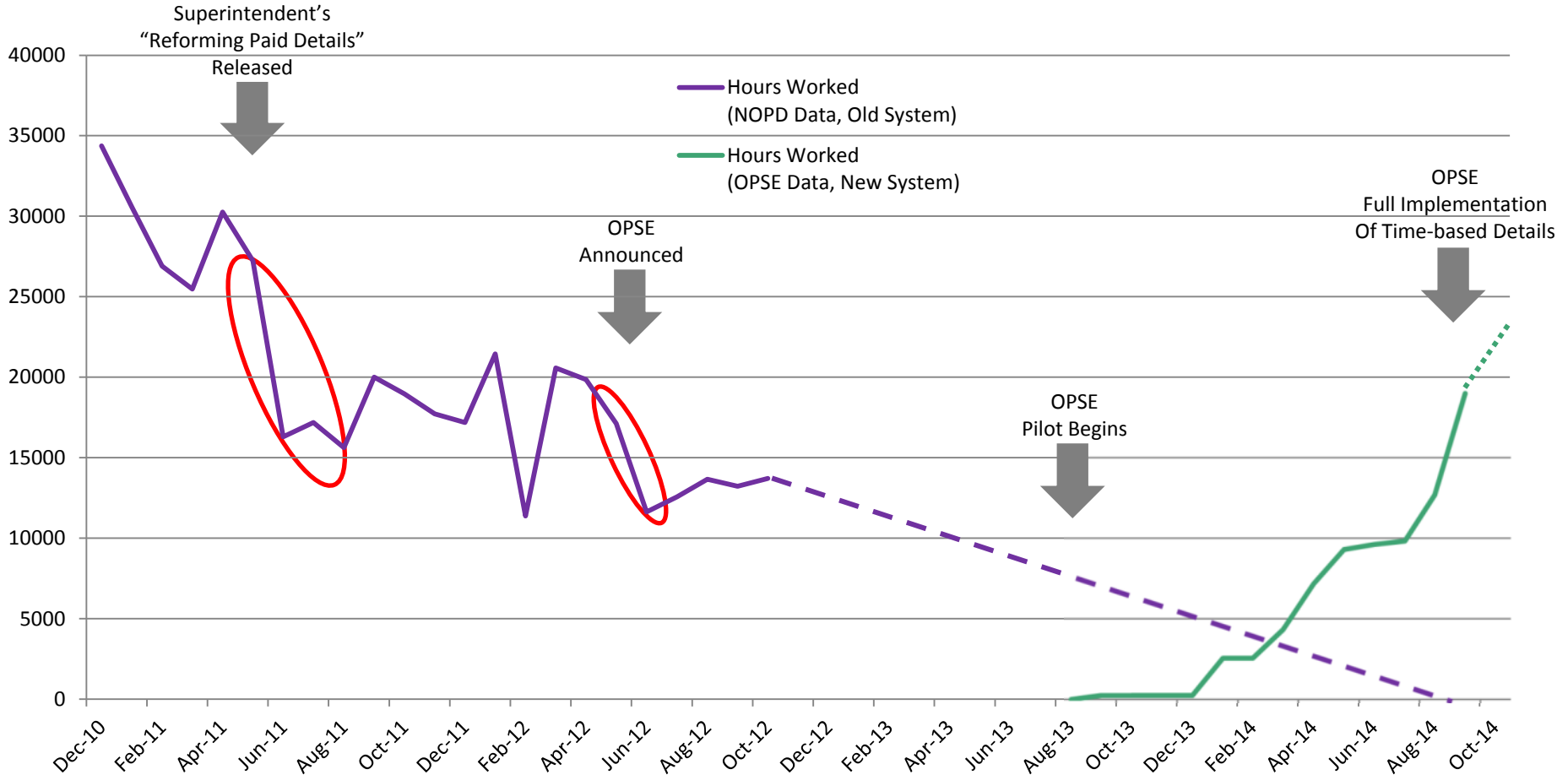
**2014 Goals:** “Begin operations and build confidence among the constituencies”

Year-to-date through 30 September:

- 834 officers registered and approved to work (84% of eligible officers)
- 634 officers have worked through OPSE (64% of eligible officers)
- Over the last six months, an average of 23% of officers working each month are working through OPSE for the first time



# Monthly Detail Hours Worked



**NOPD Officers' secondary employment hours approaching pre-DOJ levels**

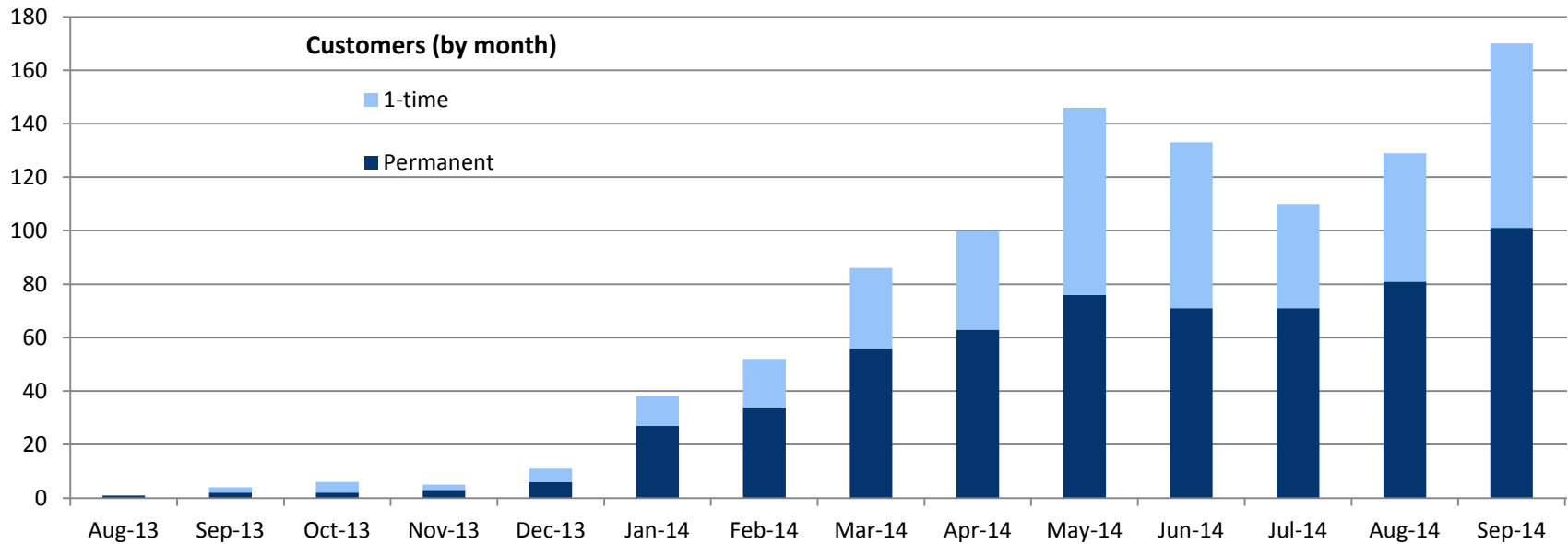


# Customers want to hire NOPD officers

**2014 Goals:** “Begin operations and build confidence among the constituencies”

Year-to-date through 30 September 2014:

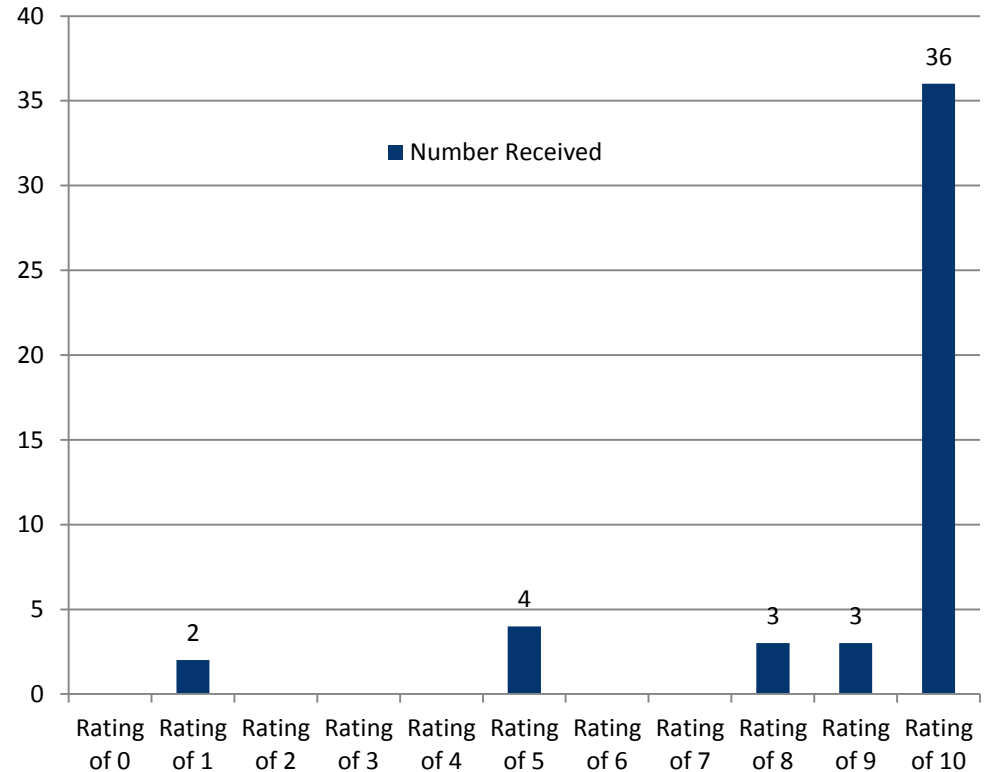
- 487 total customers
- Over 100 recurring jobs



# Customers are having positive experiences

**2014 Goals:** “Begin operations and build confidence among the constituencies”

- We send a customer service survey to all customers. Permanent customers get it quarterly; non-recurring customers get it after their detail is complete.
- Of 48 responses, we’ve received 42 positive and 6 negative responses
- The industry-standard customer service metric is the Net Promoter Score (NPS). OPSE & NOPD’s police detail service to customers has a NPS of **67**. This is on par with Amazon (69), Southwest Airlines (66), and the Apple iPad (65).





*“Everyone was professional, courteous, and flexible, especially when we had to postpone our event for one month because of the weather. Looking forward to working with your office again next year!”*

*-Mark Uddo  
Taste at the Lake*

*”*



*“This is a great relationship to get used to. I thought we could have called your office earlier, but your team went totally out of their way to accommodate us. Your department responded so quickly and really went above and beyond. This is cutting edge for us as a parish.”*

*-Paul Sohi  
Indian Association  
of New Orleans*

”





*Thanks again for your professionalism in helping us out. This was the smoothest government “procedural process” I have ever been a part of.*

*-Ian Colwell*

*Villa Vici*



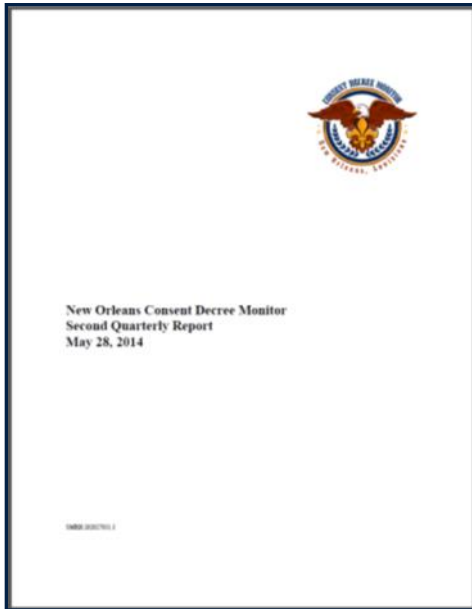
*“Thank you for making the OPSE detail system a pleasant experience for me. I held out for a few months working details, but since I’ve started three weeks ago, I must say it has been a good experience. Thanks again.”*

*-Randolph Daniel  
NOPD Officer*

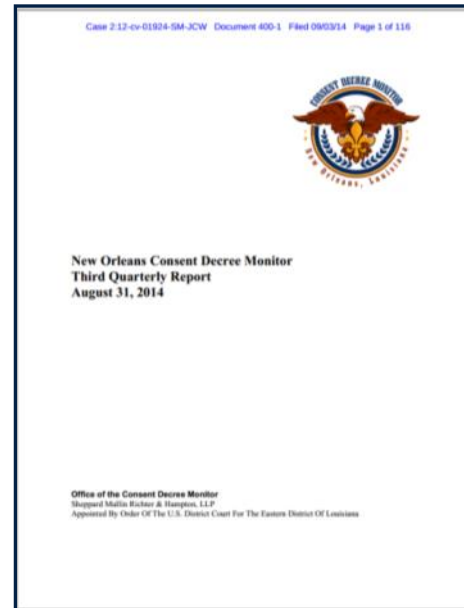
# 2014 Accomplishments

**2014 Goal:** “Comply with the 42 paragraphs of the consent decree that govern police secondary employment and produce the necessary deliverables for the court”

Comments from the Consent Decree Monitor’s quarterly reports:



*“ . . . these statistics are impressive and reflect the growing success of OPSE . . . ”*



*“The Office of Police Secondary Employment continues to make significant progress toward achieving its goals.”*

*“Demonstrated compliance” with 36 of the 42 consent decree paragraphs dealing with secondary employment.”*



# 2014 Allocation

2014 Total Office Operating Costs			
	Personal Services	Other Operating	Total
<b>Proposed</b>	<b>\$772,257</b>	<b>\$145,124</b>	<b>\$917,381</b>
<b>Projected</b>	<b>\$721,751</b>	<b>\$68,067</b>	<b>\$789,818</b>



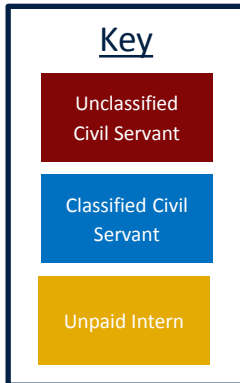
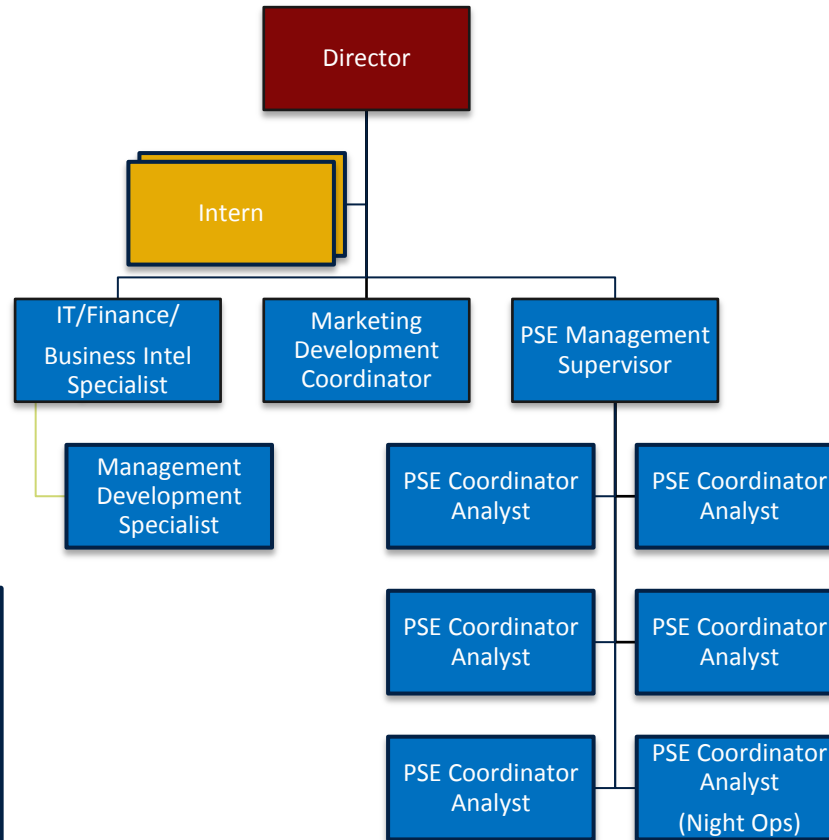
# 2014 Operational Accounting

<b>2014 Projected Revenues &amp; Expenses</b>	
Customer invoices (gross revenues)	\$4,560,977
Officer payroll (expenditures)	(\$3,939,789)
Net revenues (before bonuses & rebates)	\$621,188
Operating costs of OPSE (personal services & other operating)	(\$789,818)
Customer rebate costs (Sep-Dec)	(\$48,003)
Officer bonus costs (Sep-Dec)	(\$42,976)
<b>Projected 2014 Profit/Loss</b>	<b>(\$259,609)</b>

September 2014 was the first month with positive net revenues, and those are projected to be sustained every month going forward



# 2015 Org Chart



# 2015 Allocation

All proposed 2015 funding is self-generated. There is no anticipated need for general funds in 2015.

<b>Projected 2015 Total Office Costs</b>		
<b>Personal Services</b>	<b>Other Operating</b>	<b>Totals</b>
<b>\$814,193</b>	<b>\$119,902</b>	<b>\$934,095</b>
<b>87%</b>	<b>13%</b>	<b>100%</b>





# 2015 Goals

- Strengthen the organization and practices of OPSE so as to increase resilience to unforeseen conditions. This includes further automating processes, refreshing SOPs, and driving vendor development of ISELink.
- Continue to improve efficiency and responsiveness to officers to maximize officer participation and ensure that customer demand does not outstrip officer supply.
- Strengthen existing customer loyalty and gain new clients by continuing to improve the service provided
- Develop, in conjunction with the NOPD, the DOJ, and the consent decree monitor, procedures to manage task-based details without disrupting current operations. This will affect all traffic escorts, all second lines and parades, and all K-9 and mounted jobs.
- Demonstrate compliance with all consent decree requirements
- Operate a lean organization to minimize cost to customers and maximize wages paid to officers while covering OPSE costs without relying on the general fund



# Performance Measures

Performance Summary and Goals				
Measure	2014 Mid-Year Actual	2014 Mid-Year Target	2014 Year-End Target	Target
Number of secondary employment hours worked by police officers	35,174	Management Statistic	Management Statistic	Management Statistic
Net Promoter Score	79	Establishing Baseline	Establishing Baseline	65

