



# Mayor-President Sharon Weston Broome

## 2021 - Quality of Place & Community Beautification

### Our Goals

- Develop coordinated action plan to operate and maintain quality of place standards through basic City-Parish services
- Empower community members to address challenges in their own neighborhoods
- Align anti-litter messaging and reinforce policies and ordinances designed to curtail littering

### Our Approach



Enforcement and Compliance



Collection and Execution



Public Education & Engagement

### Our blight-reduction actions will address seven major issues currently facing Baton Rouge Community.

The issues include:

- Interstates, Roadways & Right of Ways
- Graffiti
- Poorly maintained properties
- Excessive trash, debris and illegal dumping
- Abandoned cars
- Illegal signs
- Vacant lots & structure

### 2021 Strategies

1. Create & dedicate a DPW crew for Junk/Trash/Debris collections
2. Relaunch Operation Fresh Start as Operation Clean Up - a expanded community service effort collaborating with DPW and City-Parish
3. Formalize the creation of the Blight Strike Team as a task force to produce a strategic action plan that



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### City-Parish Quality of Place Improvement Strategies

- Enforcement  
Convene meeting with law enforcement agencies to commit to enforce current Litter Laws.
- Street Sweeping  
Dedicate 3 sweeping units and monitor and measure collection volumes and evaluate effectiveness of Street Sweeping program

### Community Engagement Programs

#### Neighborhood Engagement Hub

Online portal with tools and reference for residents wanting to make and implement plans to reduce blight in their neighborhoods

#### Blight Bootcamp

One-day training designed to give citizens the tools and knowledge they need to become effective leaders in their own communities'

#### Resident Leadership Training

Equipping a cohort of 25 emerging resident leaders with skills, resources, and tools to combat blight and develop neighborhoods across the city

#### Operation Cleanup

Quarterly volunteer-led community cleanup efforts at locations across East Baton Rouge Parish

#### Stick It To Litter Media Campaign

consolidating anti-litter messaging across City-Parish departments and reinforce policies and ordinances designed to curtail littering with a focus on most significant offenders