Public Services

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Introduction: Public Services

The Vision for FUTUREBR is for a unified City-Parish government with departments and divisions working in collaboration to achieve the shared goals of FUTUREBR and to protect the health, safety and welfare of parish residents. Many important forces that shape the overall quality of life of the people of East Baton Rouge Parish originate beyond the borders of the city, parish, state, region or nation. International economic forces and migration will drive the future of the local economy and demographics. National policy will affect everything from the health of local industry to resources available to local governments.

East Baton Rouge Parish, includes the cities of Baton Rouge, Baker, Zachary, and Central. The transportation network, utilities, police protection, school system, and other services are inextricably linked together, and must be coordinated with all cities in the Parish. In addition, intragovernmental coordination is necessary among the departments of the City of Baton Rouge itself. Coordinating policies, procedures, and information prevents duplication of services and efforts.

Law enforcement, the fire department, libraries, school systems, emergency medical services, hospitals, family and human health services are impacted by land use and development patterns in terms of response times and ability to provide services at costs that are manageable to taxpayers. The ability to provide these services drastically impacts the quality of life of residents and visitors. The City-Parish must be involved in the coordination of health and human services with state and federal agencies so that resources are not duplicated, and that the needs of citizens are met.

The City-Parish should continue and strengthen long-term coordination efforts with local, state and federal agencies. Many of these agencies set policies that directly affect the quality of life for East Baton Rouge Parish residents. These policies also impact the ability of residents to access quality education, safe neighborhoods, and social services.
Core Values and Aspirations of the Vision

A diverse group of residents and stakeholders representing all parts of East Baton Rouge Parish provided input through workshops, open houses, interviews, focus groups and survey discussions. Respondents consistently cited the following core values and aspirations they believed should be the foundation for building a vision for East Baton Rouge Parish.

Core values that relate to public services and intergovernmental coordination:

**Prosperity:** All residents have access to a thriving economy with job opportunities in growing diverse businesses.

**Equity:** All residents have access to a good education, public services, housing and job opportunities.

**Diversity:** The City-Parish is known for embracing diversity and accepting other cultures, ethnicities and groups.

**Safety:** People feel safe where they live, work and play.

**Strong neighborhoods and communities:** Neighborhoods in all areas of the City-Parish are desirable places to live and have a range of housing types and nearby amenities to serve residents.

**Convenient transportation:** There is a variety of choices for moving both people and goods, as well as improving existing ways to move throughout the parish.

**Healthy Environment:** Natural resources are protected and conserved to provide active and passive recreational opportunities for current and future residents.

**Sustainability:** The future reflects the creativity and resiliency of East Baton Rouge Parish’s young residents, with a focus on fiscal, physical, environmental, economic and equitable sustainability.
Introduction

As East Baton Rouge Parish population grew and its economy expanded over the last several decades, a greater need for the delivery of public services and health and human services became evident.

Preservation or enhancement of services, particularly in historically underserved areas is a priority. Spatial inequalities in level and quality of services must be overcome in order for infill and reinvestment strategies to be successful.

Coordinating, monitoring, and promoting public services, health, and safety requires commitment by all levels of local government. The goals and objectives of this element aim to guide the City-Parish in achieving the best public service outcomes through addressing the core values of the FUTUREBR vision: equity, safety, diversity and strong neighborhoods and communities.
Part 1: Public Services

Law Enforcement, Fire and Emergency Preparedness

The quality of public safety services provided by the City of Baton Rouge and Parish of East Baton Rouge has a strong impact on residents’ perception of everyday quality of life. The success of departments including Baton Rouge Fire Department, Emergency Medical Services, Police Department, Animal Control and Rescue Services, and Mayor’s Office of Homeland Security and Emergency Preparedness depends on the qualified professionals who lead and staff these organizations.

The City-Parish should ensure that the provision of these services is monitored for quality and equitable availability. Standards should be maintained to ensure that skilled employees are competitively recruited for these departments and agencies, and clear standards should be maintained for professional conduct.

In case of events of natural or manmade disasters and other emergencies, these public employees will be responsible for providing a response that protects the public. Frequent and regular investigations should be made into the readiness of these organizations and employees to ensure that they are well prepared to serve in this capacity. Similarly, efforts must be continued to educate the public so that they are aware of the necessary actions to take in emergency situations.

Hospitals and Facilities

In 2015, the Georgetown Health Policy Institute identified approximately 43,000 residents of East Baton Rouge as recipients of Medicaid. Since 2016, the Louisiana Department of Health has identified approximately 25,000 more people living in East Baton Rouge have become eligible for Medicaid, enabling them to get the care that promotes health and wellness.
Library system in East Baton Rouge Parish

The East Baton Rouge Parish Library system (EBRPLS) is an essential partner in the success of the community as a center of learning, knowledge, communication, culture, and enjoyment for all residents. The East Baton Rouge Parish Library currently fulfills many of the needs of the citizens of our diverse neighborhoods in the City-Parish through excellent service, innovative programming, and a wide selection of resources in various formats.

EBRPL is a governmental entity of the consolidated government of the City of Baton Rouge and the Parish of East Baton Rouge. The library system, which has been in existence since 1939, operates under the control of the City/Parish government and the direction of the Library Board of Control, a seven-person board appointed by the Metropolitan Council.

Today, EBRPL is comprised of a Main Library and 13 community or regional branch libraries, and several bookmobiles. With a staff of more than 540 employees, the Library is open a cumulative total of 958 hours weekly. Additional outreach service is provided on a regular basis to area schools, day care centers, retirement centers, and various community centers.

In this way, the Library will continue to be an essential force in the educational, developmental, literacy, and work force readiness efforts of the community, the encouragement of new and enlightened leaders, and the shaping of the future of East Baton Rouge Parish.

**EBRPL MISSION STATEMENT**

"The East Baton Rouge Parish Library is a community service organization that connects our citizens with information, resources, materials, technology, and experiences in order to make a positive difference in their lives."

East Baton Rouge Parish Library Strategic Plan 2014-2019
Education in East Baton Rouge Parish

Baton Rouge has two major universities and a community college. Louisiana State University is the state's flagship university. Southern University is one of the oldest historically black universities in the nation. Baton Rouge Community College is one of the fastest growing two-year college systems in the nation.

The East Baton Rouge Parish School System (EBRPSS), the second largest in the state, is home to nine U.S. Blue Ribbon Schools, a nationally renowned Magnet Program, and some of the best high schools in the country, according to U.S. News & World Report. EBRPSS is comprised of 87 schools serving over 42,000 students, of those, 56 are traditionally zoned schools that educate 32,000 students from grades Pre K-12.

EBRPSS is divided into 12 districts, all with an elected representative, who oversees operations. Students attending public schools have a myriad of choices available to them, including individual traditional feeder zone schools, magnet schools, magnet programs within schools, and both district-related charter schools as well as independent charter schools. The school board employs more than 6,000 full-time employees, including approximately 3,800 teachers. More than half of the teachers in the school system hold advanced degrees.

The school system is funded by the taxpayers in Baton Rouge. A one-cent sales tax was approved in 1998 to improve public education. These funds were used to create a facilities improvement plan including the construction of four new schools, classroom additions, and improvements and repairs to existing schools and facilities.
Part 1: Public Services

Additionally, this funding allowed the purchase of computer technology at each school and pay supplements for teachers and all system employees.

The one-cent tax has been renewed in five year increments and in 2008, voters elected to extend the collection period for ten years. The passage of this renewal is expected to generate close to $488 million.

EBR Parish performance scores have improved by ten points since 2003, but the school system still performs lower in comparison to state scores. Graduation rates remain lower than the state average, as well (68% in the Parish vs. 77% in the state).


The greatest number of schools that are projected to show growth are in the southern part of the Parish. Another challenge faced by the School Board and the City-Parish is the negative perception related to the quality of the educational system in East Baton Rouge Parish. This perception has historically led families to choose to enroll their children in private schools.

Despite the fact that EBRPSS has the largest concentration of federal Blue Ribbon Schools in the state (9), 17,213 children (almost 30% of all students in the City-Parish) are enrolled in 46 nonpublic or private institutions.

To ensure quality education for all students, the School Board needs to embark on a process to reverse this historical trend and negative perception of public education in the City-Parish, and make the public school system a viable, competitive option for all families.

The District has many curriculum offerings for students either through magnet schools or magnet-type programs within a school. The Parish has a number of private, parochial, and charter schools that compete for students.

The 2016 Quality of Life Survey released by the Baton Rouge Area Foundation indicates that more residents have high school degrees than ever before, but too many schoolchildren are not starting with the advantage of being enrolled in pre-K. Residents are somewhat fuzzy about the performance of charter schools. More charters are on the way, making the EBR school system nervous about its finances because funding follows students.

Despite these challenges, the school system has an aggressive agenda to improve student performance and standardized test scores, monitor progress, and seek qualified professionals.
While the City-Parish has very little direct control over the day to day operations of the School Board, opportunities exist for the two entities to work together to ensure that all the youngest citizens are provided access to the best schools and facilities across the parish as a whole.

As development occurs across the Parish, presumably new residential development will include homes for school age children. The City-Parish and the School Board, therefore, should create a system of review for new development, which will provide guidelines on when new schools need to be built to mitigate potential overpopulation issues.

The two agencies also need to engage each other in their general review processes to ensure that the provision of services by either entity is not impaired or inhibited.

The process of planning will position both the City-Parish and the School Board to provide quality education for the remainder of this Plan life cycle and beyond.
The Medicaid program covers a wide range of services including hospital and physician visits, and laboratory services. It is a primary source of preventative health care. Medicaid income eligibility, as with many low-income assistance programs, is based on federal poverty level (FPL) guidelines. For pregnant women, income cannot exceed 133% of the FPL. Parents of eligible children must have an income 15% of FPL or less. East Baton Rouge has 7% covered and 8.7% uninsured per US Census.

A similar program, Medicare, is available to all people 65 years and older. Only about 5% of East Baton Rouge Parish residents are 65 years or older and eligible for Medicare.

The Louisiana Children’s Health Insurance Program (LaCHIP) is a statewide program that offers health care to children ages 19 and under. LaCHIP was created to address the gap in coverage between Medicaid-eligible children and private insurance.

This program has a higher income threshold than Medicaid, and more than 95% of children in East Baton Rouge Parish are eligible.

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MAJOR MEDICAL FACILITIES LOCATED IN EAST BATON ROUGE PARISH:
- Baton Rouge General Medical Center – Bluebonnet
- Baton Rouge General Medical Center – Mid City
- Lane Regional Medical Center
- Oschner Medical Center of Baton Rouge
- Our Lady of the Lake Regional Medical Center
- The Neuro-Medical Center Surgical Hospital
- Our Lady of the Lake Children's Hospital
- Our Lady of the Lake Emergency Room

Our Lady of the Lake Children's Hospital
Access to health care can be impeded by a lack of transportation options. The most vulnerable populations are the disabled or poor who may not be able to drive or afford to drive. In 2017, Governing Magazine reported that more than 25% of all households in the parish are without vehicles.

The improvement of transit services, which is detailed in the Transportation element of FUTUREBR, should significantly enhance the ability to connect this population with services. High quality, frequent service transit options will also draw residents who are choice-users of transit - those who own or lease vehicles - but choose to use transit because it is both pleasant and convenient.

While many high-quality healthcare providers exist within the boundaries of East Baton Rouge Parish, there are socio-cultural issues, including a lack of knowledge in regard to the health care system or language barriers. These barriers create a situation where many citizens do not have access to health care because they simply do not know how to go about finding information.

Lack of transportation, unfamiliarity with current technology, and decreased literacy are all barriers to the disadvantaged public finding and using information that may be vital to their health, safety and welfare. These challenges, while not exclusively under the purview of the City-Parish government, must be addressed through the numerous agencies that provide these services.

The City-Parish, therefore, should serve as the facilitator or the connection that will put the disadvantaged population in contact with those who can help them the most.

Currently, the East Baton Rouge Parish Health Unit is operated under the supervision of a Health Unit Director. The operating costs have been provided by the State, federal government, and the City-Parish.

The Louisiana Department of Health and Hospitals, Office of Public Health currently operates 77 parish health units that provide services in the areas of immunization, family planning, prenatal care, newborn screening for genetic disorders, well-baby care, nutrition therapy, individual nutrition education and counseling, genetic evaluation and counseling, early intervention services for individuals infected with HIV, health education, testing and monitoring of infectious diseases (e.g., tuberculosis, sexually transmitted diseases/HIV/AIDS), environmental health services, and vital records services.

Each hospital provides a variety of health care options, and many serve more than just East Baton Rouge Parish with service areas that extend into Ascension, West Baton Rouge, East and West Feliciana, Iberville, Livingston and Point Coupee Parishes. For many in the region, these hospitals are the only option for medical treatment.
Part 2: Working With Other Cities

The City-Parish has historically grappled with how to best adapt to expanding urban form and demographics. In 1949, to deal with a growing population and urban sprawl, the Parish and City jettisoned the Parish’s police jury and City’s commission system and replaced them with a Mayor-President and City and Parish Councils - forming one of the first consolidated governments in the United States. This was accomplished nearly contemporaneously with its first subdivision ordinances and first comprehensive zoning initiative in 1949 and 1950.

The Plan of Government was changed by a popular vote in 1988 to provide for a comprehensive master land use plan to guide future development in the Parish, resulting in the Horizon Plan, adopted in 1992. FUTUREBR represents continuation of this master planning effort into the future. The pace of change has hardly slowed over time, so local government must constantly innovate to provide for the best level of service to all its citizens.

Local institutions have become more complex, and local government has increasingly recognized the benefits of increased cooperation with other governmental bodies and local institutions. The City-Parish government has never operated in a vacuum, but is now more than ever compelled to collaborate with a range of partners.

Among these are the autonomous local governments whose futures are intertwined with the City of Baton Rouge and the unincorporated areas of the Parish. The cities of Zachary, Baker, and Central make up approximately 58,000 people and cover an area of about 95 square miles, all within the boundaries of East Baton Rouge Parish.

Coordination between jurisdictions is important for the mutual prosperity of the entire Parish. The Planning Commission informs these municipalities about land-use decisions near their jurisdictions. However, many issues essential to the future growth, development and economic development of the entire region, with transportation one of the most important, depend upon the cooperation and coordination of all local governments in the region.
Part 3:
Goals, Objectives and Actions to Achieve the Vision

This section details the public services and intergovernmental coordination goals, objectives and actions that will move East Baton Rouge Parish toward the community’s Vision.

Goals are the big overarching ideas, changes or practices that are essential to realize the community’s Vision.

Objectives establish specific, measurable, attainable and realistic goals that guide how the Comprehensive Plan is implemented in a way that will achieve the Vision.

Actions outline the steps needed to achieve the objectives.
**Goal 1: Public Services**

Provide efficient, effective, and coordinated services to the public.

**Objective 1.1**

Develop and maintain policies, codes, regulations, and ordinances that guide and regulate public services, public buildings and health and human services.

**Actions to support objective 1.1:**

1.1.1 Promote public service facilities as an integrated system of service delivery.

1.1.2 Develop public service facilities that are consistent with land use and transportation plans.

1.1.3 Ensure that public services are reasonably accessible to all areas of the parish.

1.1.4 Coordinate public services with the public school system when such services are compatible.

1.1.5 Ensure existing public services are running efficiently.

**Objective 1.2**

Ensure that there are effective and appropriate standards for public services, and regularly evaluate those services to ensure standards are met.

**Actions to support objective 1.2:**

1.2.1 Provide services in an efficient and timely manner consistent with departmental policies, standards and procedures based on appropriate specifications and guidelines as listed in departmental Manuals of Procedures.

1.2.2 Develop and implement a Parish-wide Governmental Operations Manual.

1.2.3 Require annual reporting from all health, safety and welfare providers on the state of activity under their direction.

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**Public Services Goals**

1. Provide efficient, effective, and coordinated services to the public.
2. Enable persons to have healthy and satisfying lives in a comfortable and safe natural environment.
3. Support an educational system which consists of academically and financially strong and stable schools.
4. Increase the sustainability of the Parish of East Baton Rouge, and enhance the long term viability of the Metropolitan Statistical Area.
1.2.4 Encourage the use of volunteers to enhance public service.

**Objective 1.3**
Recruit and retain the highest caliber of public service professionals.

**Actions to support objective 1.3:**

1.3.1 Maintain standards which would provide for pay raises based on educational levels and performance excellence.

1.3.2 Maintain clear standards for professional conduct.

1.3.3 Develop programs and services that facilitate the hiring and retention of quality public service professionals.

1.3.4 Review and enhance the ongoing training program for public service professionals, ensuring that appropriate training is provided for promotion opportunities and to ensure competent individuals are prepared consistently with each department’s succession plan.

**Objective 1.4**
Promote research and innovation.

**Actions to support objective 1.4:**

1.4.1 Investigate new proposals for service standards and methods based on current research, and on the tested experience of innovations in other communities.

1.4.2 Develop methods for examining the performance, effectiveness, and quality of current public services within each department, making recommendations for improvements and reporting findings to department heads.

1.4.3 Utilize new technological developments to improve services, and to ensure that existing technological systems continue to be used with maximum effectiveness.

1.4.4 Implement a reward system for departments that perform duties in a manner that results in efficiencies and cost savings for the City-Parish.

**Objective 1.5**
Ensure the residents of the City-Parish are provided the highest quality safety system in the event of mass disasters, and the residents receive disaster preparedness training.

**Actions to support objective 1.5:**

1.5.1 Require annual reporting on coverage, fleet status, replacement and personnel from the Police Department, Sheriff’s Department, EMS, and Fire Department. Identify lapses or duplication in coverage for budgetary prioritization and review.

1.5.2 Require annual “readiness” reporting from the Mayor’s Office of Homeland Security regarding disaster preparation and mitigation.

1.5.3 Continually enhance disaster preparedness education programs, such as “Red Stick Ready”, and inform the residents about these efforts.

1.5.4 Promote emergency services coordination during mass casualty disaster situations and coordinate interim mental-health counseling and other social services.

**Objective 1.6**
Provide for the health, safety and welfare of all East Baton Rouge residents, regardless of municipality of residence and provide for adequate fire, emergency and police protection.

**Actions to support objective 1.6:**

1.6.1 Determine the extent of protection afforded to all areas of the City-Parish, and identify gaps in coverage or higher than average service times.
Part 3: Goals, Objectives and Actions

1.6.2 Create a coordinated system of service delivery with the cities of Baker, Central and Zachary, and provide for a funding structure for services provided by those municipalities to residents of the City of Baton Rouge or unincorporated East Baton Rouge Parish.

Objective 1.7
Promote education, awareness, and involvement in the provision of public services.

Actions to support objective 1.7:
1.7.1 Educate the citizenry, including students, as to proper actions in emergency situations.
1.7.2 Educate community groups and neighborhood associations about the service delivery system.
1.7.3 Explore joint uses of school facilities and other public buildings to provide additional services to the broader community.

Objective 1.8
Ensure adequate funding for delivery of public services.

Actions to support objective 1.8:
1.8.1 Evaluate current budgets to determine the adequacy of funding levels for personnel.
1.8.2 Establish a regular schedule for maintaining, replacing and acquiring facilities and equipment.
1.8.3 Encourage departments to identify and obtain alternate sources of funding for programs.
1.8.4 Provide services in the most efficient and cost effective manner.

Objective 1.9
Increase the efficiency of the development approval system(s) in the City of Baton Rouge-Parish of East Baton Rouge.

Actions to support objective 1.9:
1.9.1 Provide a process of review which integrates all aspects of development planning: land development, transportation, mass transit, infrastructure, parks and recreation, affordable housing and economic development.

Goal 2: Health and Human Services

Enable persons to have healthy and satisfying lives in a comfortable and safe natural environment.

Objective 2.1
Enable all people to have their basic needs met.

Actions to support objective 2.1:
2.1.1 Promote provision of a system of food and nutrition services, and expand as necessary.
2.1.2 Promote provision of a system to provide clothing and household furnishings.
2.1.3 Promote provision of efficient public transportation services for access to health and human services.
2.1.4 Promote a system of physical health maintenance and treatment for City-Parish residents.
2.1.5 Promote the provision of a coordinated system of mental health treatment services (mental health maintenance, crisis intervention, and psychiatric treatment).
Objective 2.2
Promote the coordination of existing services, comprehensive planning for short term and long term needs, and innovative research into new programs and methods.

Actions to support objective 2.2:
2.2.1 Promote provision of a comprehensive planning, research, and development system for health care (including mental health, rehabilitation, alcohol, and substance abuse), designed to collect data, analyze data and make projections and recommendations in cooperation with national, state, and local information resources.

2.2.3 Encourage research of new methods and programs for innovative patient care and services.

2.2.4 Promote an interagency system that allows agencies to share basic recipient information, such as where, when and what amount of basic services have been provided.

2.2.5 Promote the provision of day care centers for children from birth to 10 years of age with costs shared by parents (on a sliding scale, according to income), employers, and government, as well as other agencies such as Headstart, YMCA, and the School Board.

Objective 2.3
Foster the development and enhancement of artistic and cultural endeavors.

Actions to support objective 2.3:
2.3.1 Enhance tourism, travel, and entertainment as part of an overall economic development strategy for the Baton Rouge area.

2.3.2 Support the growth and development of existing arts and cultural institutions, and support the creation of new institutions.

2.3.3 Continue partnerships between public and private organizations for arts and cultural development.

Objective 2.4
Continue adequate funding for health and human services programs.

Actions to support objective 2.4:
2.4.1 Evaluate the level of present City-Parish funding of health and human services programs.

2.4.2 Identify alternate sources of funding for programs.

2.4.3 Encourage funding and grant applications for education and prevention programs.

Goal 3: Education
Support an educational system which consists of academically and financially strong and stable schools.

Objective 3.1
Assist the EBRPSS in the provision of educational opportunities to all City-Parish residents.

Actions to support objective 3.1:
3.1.1 Establish mentoring programs in partnership with BRAC.

3.1.2 Promote formal and informal educational opportunities to upgrade literacy levels in the Parish.

3.1.3 Continue to support the Family and Youth Service Center program that will focus on a comprehensive range of services for at-risk kids and their families, including counseling, tutoring, food stamps, medical and other social services.
Objective 3.2

Coordinate the planning and construction activities of new schools with the development planning process to ensure schools and new housing are well balanced.

Actions to support objective 3.2:

3.2.1 Provide opportunities for the East Baton Rouge Parish School System to comment on development proposals.

Objective 3.3

Engage the post-secondary educational institutions within the City-Parish in programs that would support the retention of college graduates.

Actions to support objective 3.3:

3.3.1 Create and implement internship programs among disciplines within each college or university.

3.3.2 Assist the educational institutions in creating an educational awareness program promoting government service upon graduation as a means of financial loan repayment.

3.3.3 Establish guidelines that would foster the post-graduation hiring of interns and apprentices.

3.3.4 Partner with the Louisiana Business and Technology Park and the Baton Rouge Area Chamber to create a program which would provide incentives for new technology businesses and incubators to hire interns or apprentices from local institutions and then provide them permanent jobs upon graduation.

3.3.5 Continue the City Hall Fellows Program under the guidance of the Mayor’s Office, so that recent college graduates may continue to be introduced to the role of local government.

Goal 4: Governmental Coordination

Increase the sustainability of the Parish of East Baton Rouge to enhance the long term viability of the Metropolitan Statistical Area.

Objective 4.1

Ensure all plans relating to the entire parish are coordinated and harmonious.

Actions to support objective 4.1:

4.1.1 Provide a process for reviewing the Comprehensive Plans of Baker, Central and Zachary for consistency.

Objective 4.2

Increase the efficiency of services provided within the City-Parish and its incorporated municipalities, reducing redundancy of service and streamlining the provision of service to all our residents.

Actions to support objective 4.2:

4.2.1 Determine the services that are overlapping amongst the municipalities.

4.2.2 Determine which specific services should be provided by a specific governmental entity, and provide satellite offices for the provision of these services in the governmental centers of all municipalities.

4.2.3 Hold intergovernmental meetings and continuing education events to increase opportunities for collaboration.

4.2.4 Provide standardized collection of recyclables for the public sector.
4.2.5 Provide for a consolidated application system for all benefits offered within the boundaries of East Baton Rouge Parish.

4.2.6 Provide a funding system whereby all municipalities contribute their “fair share”, as determined by population, need and other factors.