

Office of Mayor-President Sharon Weston Broome 2019 Achievements; Goals for 2020 and Beyond: Strategic Summary

VISION

To Create a Community of Peace, Prosperity, and Progress

Mission

The mission of the Office of Mayor-President Sharon Weston Broome is to enhance the quality of life for all residents by focusing on public safety, drainage, transportation, economic development and efficient delivery of basic services.

We will accomplish this mission through bold solutions that are innovative and data-driven.

What is the S.M.A.R.T. Blueprint?

In 2019, Mayor Broome challenged her team to take the S.M.A.R.T. approach to their work in City-Parish, which led to the development of the S.M.A.R.T. Blueprint.

Mayor Broome's S.M.A.R.T. Approach:

Specific and Innovative Actions. **M**easurable & Manageable Goals.
Accountable to Our Residents. **R**ealistic and Relevant to Our Community.
Time-Bound to Drive Success.

Quick Look: Key Goals for 2020 and Beyond (See full list below)

- Reduce flooding potential for residents
- Revitalize traditional neighborhoods
- Accelerate economic growth throughout East Baton Rouge Parish
- Engage more women-owned, minority-owned, and veteran-owned small businesses with City-Parish contracts
- Pay raise for Baton Rouge police officers

ACHIEVEMENTS FOR 2019

Investing in Infrastructure

- Prioritization of the MOVEBR projects was completed ahead of schedule. The initial \$150 million bonds sold at 3.2% interest rate. The initial schedule of projects can be accessed at movebr.brla.gov.
- Four main flood mitigation projects were in progress and are underway:
 - Comite Diversion Canal (\$334 mill)
 - Amite Tributaries (\$255 mill approved and in progress)
 - Stormwater Master Plan (\$15 mill approved and in progress)
 - A strategic maintenance plan to address street drainage

Improving Government Efficiency and Effectiveness

- Management Partners, a consulting firm, identified up to \$7 million in efficiencies within the City-Parish Government based on operational changes, adjusting user fees and reducing employee health care costs. With the assistance of Management Partners each department now has established formal annual operational work plans with performance measures.
- The City-Parish government demonstrated its strong financial standing and management in 2019 through two bond sales. Bonds for the MOVEBR program were issued at an interest rate of 3.21% and received ratings in the AA category by Standard & Poor's Global Ratings (S&P), Fitch Ratings (Fitch), and Moody's Investors Services (Moody's). The East Baton Rouge Sewerage Commission (EBROSCO) refinanced \$385 million in bonds at an interest rate of 3.46%. This amounts to a savings of \$52 million over 26 years, or approximately \$2 million per year in cash flow. The EBROSCO bond rating was affirmed in the AA category by S&P and Fitch.

Accelerating Our Economy

- In fall of 2019, the Baton Rouge Metropolitan Area reached its highest seasonally adjusted employment numbers in history and its second highest non-seasonally adjusted employment numbers after 2018's record.
- Baton Rouge was ranked in the top 15% of municipal economies nationwide, that's 59th out of 381 metropolitan areas.
- Baton Rouge was one of 4 cities selected nationally to participate in the highly competitive eBay Retail Revival Program. According to eBay, the company was drawn to Baton Rouge by its entrepreneurial

spirit and vibrant culture. Retail Revival will help 65 Baton Rouge area retailers find their place and thrive in the global market while deepening neighborhood connections.

Prioritizing Public Safety

- The United States Department of Justice awarded the Baton Rouge Police Department a \$700,000 grant for The Strategies for Policing Innovation Program that will target violent crime. The program will create a real-time crime heat map that implements a number of crime related factors, allowing police to patrol neighborhoods more efficiently.
- The Baton Rouge Police Department also received a \$1 million grant that will utilize police data to better inform community leaders, so they can build stronger relationships with law enforcement to keep their neighborhoods safe.
- Through the implementation of new technology – such as the Real Time Crime Center, the new Computer Aided Dispatch System (CADS) and the new Records Management System – The Baton Rouge Police Department was connected with other public safety agencies. Officers can now have a cohesive understanding of critical situations as they unfold, which will save lives and protect property.

Revitalizing Our Community

- Baton Rouge received a \$15 million U.S. Department of Transportation grant, covering 37% of the Bus Rapid Transit project's anticipated \$42 million cost. The 9-mile line will connect Plank Road to Nicholson Drive with stops along the way in North Baton Rouge, downtown and LSU's campus. The Bus Rapid Transit will serve as the centerpiece of the Imagine Plank Road Corridor Master Plan.
- The Plank Road Corridor Master Plan was unveiled in 2019. It will revitalize a 4.3-mile stretch of Plank Road from 22nd Street to Harding Boulevard. The project embodies Mayor Broome's commitment to create equitable development for Baton Rouge's most blighted and disinvested areas. Build Baton Rouge is working on the proposed developments for the corridor, identifying resources, partners and capital to make the plans a reality.
- Out of 32 grant candidates, Baton Rouge was one of only four cities awarded a \$29.5 million Choice Neighborhood grant by the U.S. Department of Housing & Urban Development for redeveloping the Ardendale-anchored East Fairfield, Smiley Heights and Melrose East neighborhoods.

- Baton Rouge utilized \$7.3 million in federal Community Block Development Grants, awarding them to local nonprofits, supportive service organizations and community developers that assist low- and moderate-income residents with shelter, basic needs, housing rehabilitation, employment skills and other supportive services. The funding was directed towards such community needs as the demolition of blighted structures, the development of new affordable housing, residential roof repairs.

Building a Culture of Health

- Mayor Broome led the effort to bring Oceans Behavioral Healthcare to North Baton Rouge. The inpatient, geriatric hospital will be located in Howell Place of Harding Boulevard. The initiative will create 85 full-time jobs, generating additional economic activity in the area.
- Baton Rouge went from being ranked #1 in the country for the rate of AIDS diagnosis to #10, with the rate cut nearly in half. This is largely due to increased HIV testing through opt-out testing in local area emergency rooms.

Engaging Our Community

- Provided \$1 million in funding to St. Vincent de Paul for an expanded homeless shelter with an additional 36 beds. Invested more than \$225,000 in additional homelessness prevention efforts, shelter needs, and other services.
- In 2019, Mayor Broome hosted 75 citizens for 15 Minutes with the Mayor meetings. These were citizens with ideas to enhance our community.
- The volunteer-led litter abatement program, Operation Fresh Start, partnered with non-profit Keep Baton Rouge Beautiful to clean up the community. Nearly 138 tons (275,760 pounds) of trash and debris were collected and disposed. 1,959 abandoned tires in the public right-of-way were collected and disposed. 1,952 illegally placed signs were collected and disposed. 104 potholes were filled. And 226 trash and debris piles were collected and disposed.

ACTION PLANS FOR 2020

Investing in Infrastructure

- Have 20 MOVEBR projects underway in 2020
- Complete 20% of the Stormwater Master Plan in 2020

Improving Government Efficiency and Effectiveness

- Implement stringent preventive maintenance policies to reduce the number of City-Parish vehicles sent to outside vendors for repairs by 50% in 2020, saving City-Parish dollars by keeping repairs in-house
- Renew 200 City-Parish vehicles in 2020, providing City-Parish employees with more efficient and quality equipment to better serve constituent needs

Accelerating Our Economy

- Develop a socially and economically disadvantaged small business enterprise certification program, similar to programs in Houston, Atlanta, and New Orleans, by 2020
- Work with banking institutions to launch a line-of-credit program for socially and economically disadvantaged businesses in 2020

Prioritizing Public Safety

- Begin hosting quarterly meetings with members of the public at each Baton Rouge Police District Headquarters to provide neighborhood specific engagement related to public safety issues
- With the help of Sherwood Forest Crime Prevention District, launch a pilot program in the Sherwood Forest neighborhood that will have real time police cameras and license plate readers at every entrance of the subdivision
- Increase public safety by prioritizing and demolishing at least 50 structures identified as hot spots for violent crime

Revitalizing Our Community

- Repair 500 roofs for low- to moderate-income citizens of East Baton Rouge Parish by the end of 2020, through the Rapid Roof Repair Program
- Collect and dispose of 500 tons of trash and debris through Operation Fresh Start efforts in 2020
- Demolish 25% more blighted properties in 2020

Engaging Our Community

- Through the Head Start program, empower 1,250 families in 2020 to be proactive in their child's success in early childhood development and education, enhancing mental health services to improve the well-being of children, families and staff to maximize their potential and improve their quality of life

- Continue to prioritize the voices of citizens through 15 Minutes with the Mayor meetings
- Employ 1,000 youth through the Mayor's Youth Workforce Experience in 2020 by expanding to a year-round program under the Baton Rouge Youth Opportunities Unlimited (BR YOU) umbrella
- Increase college internship opportunities by 5% for students at Southern University, LSU and BRCC through the Capital Area Promise program
- Launch a pilot program (Campus Exposure 225) for 8th graders attending Brookstown Middle Magnet Academy in collaboration with LSU, Southern University, BRCC, and LASM
- Add 30 worksites and establish 100 work experiences worksites for youth participants in EmployBR as well as employ 300 youth in work experience activities
- Assist more than 7,000 families through Office of Social Services and their array of services in 2020

GOALS FOR BEYOND 2020

Investing in Infrastructure

- Have ⅓ of all MOVEBR projects underway by 2025
- Decrease the flood potential in almost every neighborhood in East Baton Rouge Parish, up to two feet for some, by 2025

Improving Government Efficiency and Effectiveness

- Identify and implement \$25 million of revenue gains from government efficiency improvements by 2025
- Complete sales of 50% of vacant City-Parish properties, creating new revenue while off-loading maintenance costs
- Introduce public GIS tracking for grass cutting services on City-Parish website by 2025

Accelerating Our Economy

- The Baton Rouge Metropolitan Area is expected to gain about 11,700 new jobs by 2021 due to major industrial expansions and infrastructure programs like at ExxonMobil, Formosa Plastics, the widening of I-10, and MOVEBR
- Increase the number of passengers at the Baton Rouge Regional Airport by up to 30% by 2025
- Add direct flights out of Baton Rouge Regional Airport to Chicago, Los Angeles, New York, Denver, and D.C. by 2025

- Expand bidding requirement thresholds for goods and materials contracts to create a competitive pool of socially and economically disadvantaged small businesses by 2021
- Have up to 30% of all City-Parish contracts awarded to socially and economically disadvantaged small businesses by 2025

Prioritizing Public Safety

- Provide a much needed pay raise for Baton Rouge police officers through budgeting efficiencies within the department

Revitalizing Our Community

- Reduce the number of potholes generated by 25% through the use of a higher quality material to proactively repair roads before potholes appear by 2025
- Increase Street Sweeping up to 30%, to further the beautification of the parish by 2025

Building a Culture of Health

- Ensure healthy fresh food is available within one mile of every resident's home or workplace by 2025 through the Healthy Food Retail Initiative
- Remove Baton Rouge from the top 10 of national rankings for HIV and AIDS diagnosis rates by 2025