

Re-elect

Sharon Weston
BROOME

» MAYOR-PRESIDENT »

Transformative Leadership

in Trying Times



While Mayor Broome's tenure and legacy is still being written, her transformative leadership and vision has pushed both government and community to be the city and parish that we all want it to be.

In her first term as Mayor-President of East Baton Rouge Parish, Sharon Weston Broome faced unprecedented challenges. When she took office in 2017, East Baton Rouge was beginning to recover from the historic floods of 2016 that left over \$10 billion dollars in damages, racial divisions still lingered from the killing of Alton Sterling and a police ambush that killed three officers while injuring three others. The trauma from 2016's horrific summer wove its way into the fabric of Baton Rouge, but also revealed the historical trauma and disparities that existed before that year. It was a challenge that Sharon Weston Broome felt compelled to take head on.

Despite these adversities, Mayor Broome proved that innovative, data-driven, and responsive leadership would move East Baton Rouge Parish forward towards a brighter future.

Many leaders do not face crises of this magnitude over their entire careers; much less in their first term, but Mayor Broome did not allow these issues to stand in her way.

Prior to managing the city and parish's response to the unprecedented weather events, civil unrest and worst pandemic in 100 years, Mayor Broome's priorities included:

- **Improving Basic Services That are Foundational to Quality of Life in Any Community**
- **Developing a Resilient "Whole Community" Approach to Emergency Preparedness: Recovery and Mitigation**
- **Prioritizing Public Safety and Community Policing, while Fostering New Dialogue Among the Community and Law Enforcement**
- **Strengthening Youth, Family and Community Support**
- **Building a Culture of Health**





Investment in Infrastructure

Transportation, Drainage and Flood Recovery

- Mayor Broome established a coalition of business, industry, community and citizens to pass the largest infrastructure improvement initiative in parish history.
- Her MOVEBR program is working to improve our roadways, decrease congestion, and make East Baton Rouge Parish safer for all of our residents.

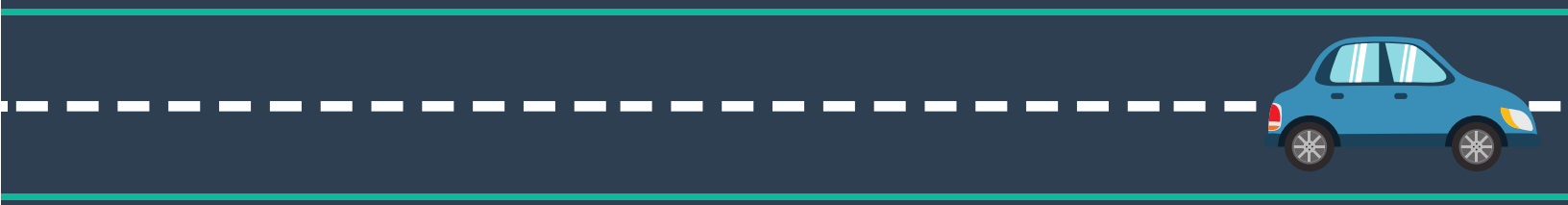


IN 2018, 61% OF VOTERS SAID YES TO MOVING EBR FORWARD

- ✓ to community enhancements that will improve the appearance of EBR
- ✓ to 3,000 new jobs for greater opportunity and economic outlook.
- ✓ to over 70 projects that will build new road capacity
- ✓ to increasing mobility throughout our parish
- ✓ to bringing our traffic management software into the 21st Century.

38% of contracts to small, locally owned businesses

MOVEBR is transforming the flow of government contracts so that a more equitable share of design, construction, architectural, and professional contracts will be directed over the next four years towards women-owned, minority-owned, and small businesses.





Investment in Infrastructure

Drainage and Flood Mitigation

Mayor Broome helped secure over \$2 billion in infrastructure investments for Baton Rouge citizens. We are prioritizing infrastructure that will leave a lasting impact for generations to come.

- **\$350 million to widen Interstate-10 in Baton Rouge**
- **\$52 million for Pecue Lane Interchange to connect Women's Hospital to I-10**
- **\$22.4 million dollars for rehabilitation of over 100 miles of City-Parish roads**

One of Mayor Broome's many signature accomplishment was her work in collaboratively securing more than \$600 million in federal funding to address the most necessary drainage projects that will mitigate future flooding impacts, including the Comite River Diversion Canal; and the Five Tributaries Project, which will reduce flooding along 5 sub-basins: Jones Creek, Ward Creek, Bayou Fountain, Blackwater Bayou, and Beaver Bayou.

FOUR YEARS FORWARD >>

Through the Stormwater Master Plan, key tributaries and waterways will be addressed in a comprehensive manner to ensure a drainage system that can better respond to the more frequent rain events we are seeing today.

Mayor Broome has not only worked to secure the funding for the massive work we need done but she has put a keen focus on having boots on the ground doing the work to address our drainage issues.

Progress by the Numbers:

DPW has implemented the Total Spray Program to address growing vegetation that blocks and slows drainage. In 2019 alone, DPW has:

- **Sprayed a total of 1,199 total acres of drainage canals**
- **Completed over 1,400 service requests in just the year 2020 to help improve drainage.**



Improve Government Efficiency & Effectiveness

Since taking office in January 2017, Mayor Broome has identified ways to streamline the management and efficiency of City-Parish Government. This includes investing in technology and tools to measure performance and effectiveness as well as making it easy to register with the City-Parish as a new vendor and do business securely and electronically.

Through an efficiency study, City-Parish identified up to \$7 million in potential savings based on operational changes, adjusting user fees and reducing employee health care costs.

- In June 2018, Mayor Broome announced the launch of the Vendor Self Service (VSS) portal as part of a multi-year effort to modernize City-Parish financial and purchasing systems, which makes it easier for companies to do business with the City-Parish and stay “in the loop” on new and upcoming contracting opportunities.
- In 2018, Mayor Broome announced the launch of an all-new website and brand for City-Parish, which features a new name, features and a new way of doing business with Baton Rouge residents. The new website replaces the former BRGov.com site that was more than 20 years old.
- In 2018, the City-Parish launched Open Checkbook BR – one of the first major accomplishments through the City-Parish’s open data policy. The program offers an unprecedented, interactive view into City-Parish government spending that is both sortable and searchable.

OPEN DATA **BR** 

FOUR YEARS FORWARD: 

Further advance department annual operational work plans with data-driven performance measures.



Economic Expansion and Investment

In Fall 2018, Mayor Broome engaged Keen Independent Research to analyze over 11,000 City-Parish purchases to determine whether there is a level playing field for minority- and women-owned firms and other small businesses in the local marketplace.

In 2019, Baton Rouge was ranked in the top 15% of municipal economies nationwide, that's 59th out of 381 metropolitan areas

- In 2019, e-commerce company eBay selected Baton Rouge for its Retail Revival program. The company will partner with a number of small businesses for one year to coach them in how to best utilize the online marketplace. eBay is helping expand these businesses so their products and services can reach customers around the world.
- The study affirms that the City-Parish primarily buys locally. Over 80% of contract dollars go to companies within the Baton Rouge metropolitan area. More than 90% of businesses available for City-Parish contracts are small businesses. Of available businesses, 41% are owned by people of color and/or women, and 9% are owned by veterans.

FOUR YEARS FORWARD:

- Mayor Broome has contacted 40+ leading tech and pharmaceutical companies inviting them to invest in East Baton Rouge, inviting them to partner with our universities to invest in our workforce and create a stronger pool of talent for the future.
- The East Baton Rouge economy was settling with what worked for the last 20 years. Mayor Broome focused on what would set East Baton Rouge on path to success for the next 20 years.
- Mayor Broome worked with New Era Holdings to end the long term vacancy of the New Era Medical Office Complex on Howell Boulevard. The facility will house OCEANS Behavioral Health Center, Capital Area Human Services, Ochsner Health, and the Louisiana Center for Eyes, which will provide high-quality geriatric care services, primary care, and ophthalmology services, in addition to creating over 100 new jobs and increasing commerce in North Baton Rouge.



Serving Head Start and Beyond



Strengthening the Quality of Life

In 2018, HealthyBR, the Mayor's Healthy City Initiative, completed a Community Health Needs Assessment and accompanying Community Health Improvement Plans. Broome's goal was to have a data-driven approach to addressing the Social Determinants of Health and health disparities found throughout our community.

The results showed economic stability, neighborhood and physical environment, education, community and social connection, food access and access to healthcare were areas that required an investment of resources to improve outcomes in every part of the parish - particularly in the underserved areas.

Progress by the Numbers:

- Through the Head Start program, the City-Parish has empowered 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 wellbeing of children, families and staff to maximize their potential and improve their quality of life
- Support service programs such as Ryan White HIV/AIDS, EBRP Head Start, Employ BR and the Office of Social Services, DHDS have collectively impacted the lives of nearly 50,000 residents. These services have contributed over \$30 million to improving the quality of life outcomes.
- Cradle to K is Mayor Broome's award-winning early learning program that strengthens the culture of parenting in Baton Rouge. 90% of parents who participate in this initiative report that their connections to local resources and parent networks are highly effective.

TO DO THIS, A SIMPLE FRAMEWORK WAS CREATED TO HELP PARENTS BUILD STRONG RELATIONSHIPS WITH THEIR CHILDREN.

PATIENCE

CURIOSITY

CONVERSATION



Serving Head Start and Beyond



FOUR YEARS FORWARD

Strengthening the Quality of Life. Cont.

- Evolution of “**Safe, Hopeful, Healthy Baton Rouge**”, a community development plan from the Office of Community Development that will shift social conditions, policies, practices and resources to advance health, public safety and wellbeing in communities.
 - Create a sustainable wellness plan, rooted in prevention strategies, that aligns resources and fruitful partnerships between diverse stakeholders to accelerate progress on complex social conditions, policies, practices that advance health, public safety, and wellbeing in Baton Rouge.

Prioritize Community-Based Public Safety

- Interrupt the Cycle of Community Violence
- Decreasing Recidivism
- Reshaping the Criminal Justice System

Expand Health in All Policies

- Increase Food Access
- Prioritize Access to Care Address Violence and Racial Disparities through the Public Health Lens
- Develop Healing-Centered and Trauma-Informed Practice

Stabilize Youth, Family & Community

- Engage the Youth Voice
- Prioritize Individual Experiences
- Strengthen Family Support
- Enhance Cultural Awareness
- Promote Academic Education

Create Equitable Community Development

- Revitalize neighborhoods Build An Inclusive Economy
- Increase Access to Affordable Housing
- Develop cultural, economic and environmental resources

Expansion of the Geaux Get Healthy program to more zip codes; additional focus on ending the food deserts and expansion of more health care facilities like the Mental Health Crisis Center to address the healthcare needs of citizens.





Improve Quality of Place

Mayor Broome initiated a volunteer-led litter abatement program, Operation Fresh Start, by partnering with non-profit partners Keep Baton Rouge Beautiful to clean up the community.

Since 2018, Operation Fresh Start has:

- ✓ Disposed of over 400 tons of trash and debris from our community
- ✓ Filled over 170 potholes
- ✓ Removed over 6,300 illegally dumped tires
- ✓ Removed over 34,000 pounds of broken concrete
- ✓ Removed over 3,100 bags of litter
- ✓ Removed 140 illegally placed signs
- ✓ Torn down 400 blighted structures

FOUR YEARS FORWARD >>

The Operation Fresh Start program will continue to ramp up and grow to remove hundreds of blighted properties in our parish.

Community Development In Action 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 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.

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 to assist low- and moderate-income residents with shelter, basic needs, housing rehabilitation, employment skills and other supportive services. 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.
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A Whole Community Approach to Emergency Preparedness

All Hazards Recovery Plan

Mayor Broome brought in new leadership at the Mayor's Office of Homeland Security & Emergency Preparedness (MOHSEP), placing a focus on a "whole community" approach to preparedness, recovery and mitigation.

- The plan provides a disaster recovery framework at the local level, with designated coordinators in six recovery support function areas. It ensures the community has an efficient, proactive, and comprehensive disaster recovery plan that uses national best practices to quickly meet the needs of citizens while they are in crisis.

COVID-19

In early March, Mayor Broome convened a team of medical leaders from our local hospitals, clinics and urgent cares that work with the Mayor's Healthy City Initiative to discuss the measures our community needed to take to protect our residents and prevent Baton Rouge from becoming a hot-spot.

Since the beginning of the pandemic, Mayor Broome has leveraged public-private partnerships to meet the needs of East Baton Rouge Parish residents, and to proactively approach the adversities facing the Capital Region.

Protecting Our Economy

"Mayor Broome's response was swift and full of support for the city and our customers. Keep BR Serving would not have succeeded past a few local restaurateurs if it had not been for the Mayor's Office and her leadership."

Mitch Rotolo, local restaurant owner

ReStart BR

Mayor Broome launched ReStart BR to facilitate the responsible reopening of business activity in East Baton Rouge Parish and create a strategy for repositioning industries, businesses, and the workforce in the COVID-19 economy. \$1 million Micro-Grant program, in partnership with Urban League of Baton Rouge, providing \$2500 grants to local small businesses

Keep Baton Rouge Serving

Mayor Broome gathered the Baton Rouge Area Chamber, and local restaurant owners to create the Keep Baton Rouge Serving Campaign. To date, the campaign raised nearly \$300,000 to directly support 70 local businesses pay their staff during COVID-19 closures.

Protecting Our Health

COVID-19 Testing Sites

Under Mayor Broome's leadership, local hospitals, clinics, and the Mayor's Office of Homeland Security came together to provide the FIRST mobile drive through testing site for the residents of East Baton Rouge Parish. Since March, our partners have worked together to stand up over 25 COVID-19 testing locations in East Baton Rouge Parish.



Prioritizing Public Safety and Community Policing

Mayor Broome is leading the charge with 21st Century police reform and remains committed to improving crime within Baton Rouge.

Since the beginning of her administration, Mayor Broome has sought collective leadership around crime prevention and reduction in law enforcement, the community and faith-based organizations.

- The Real-Time Crime Center came online in 2020 where all law enforcement agencies in the parish can share and analyze real-time crime data to reduce and prevent crime.
- Purchased 300 new vehicles for the Baton Rouge Police Department.
- Instituted reforms and training as part of the Mayor's goal to reform the BRPD with 21st Century Crime policing.
- Equipping all officers with body cameras
- Establishing an accountable use of force policy
- Requiring de-escalation in situations
- Banning chokeholds
- Implementing procedural justice training for all officers
- Improving and intensifying officer wellness programs.
- Establishing Trust in Law Enforcement
- East Baton Rouge Parish has seen an improved relationship between the community and law enforcement through initiatives like Collective Healing, a grant issued by the Department of Justice.
- Baton Rouge officers participated in more than 600 community events to engage the community in a positive way and build trust with the community they serve.



Prioritizing Public Safety and Community Policing

Four Years Forward >>

- Introduce shared camera access from neighborhood associations into the Real Time Crime Center.
- Raise Police and Firefighter Pay
- Advance initiatives to become a trauma informed city focusing on:
 - Innovative community based strategies around violence intervention and prevention and police accountability.
 - Systematize addressing violence as a public health issue at the municipal level
 - Leverage traditional and grant public safety dollars to support holistic approaches to safety rooted in healing and racial equity
 - Identify, train and deploy non-traditional leaders from within the community to serve as Outreach Workers to increase access and awareness to healing and recovery services for victims/survivors of violence through direct services, advocacy and public educational forums.
 - Provide caseworks to high risk mentees, intervene and mediate conflicts between individual and rival group involved youth in Baton Rouge neighborhoods via Baton Rouge Community Street Team
 - Coordinate a citywide Public Safety Roundtable initiative (i.e BRPD, Healthy BR, Courts, CBO, etc.)