

JUNE 2020

LEADING THROUGH CRISIS

Issue 2

THE URBAN UPDATE

HOW BATON ROUGE'S LEADING ORGANIZATIONS WORK FOR A VIBRANT, THRIVING CITY

Many of Baton Rouge's leading organizations have had to significantly adjust their operations due to the COVID-19 pandemic. During these times of disruption and uncertainty, your organizational leaders have found adaptive and innovative ways to serve you through coordinating efforts. Read on to find out how BREC, EBRCOA, Build Baton Rouge and others have responded to our city's latest crisis by recognizing their interrelatedness.



BREC

COREY WILSON

BREC has begun the first stage of reopening its system with the Zoo, tennis centers, dog parks, recreation centers and outdoor restrooms in community parks operating under restrictions that align with recommendations from NRPA and state and federal health officials.

We've partnered with the Three O'clock Project for daily free meal deliveries for children not in school in dozens of our parks and invited restaurants to serve in our parks through a Parkside Pickup initiative to help them remain in business. Summer experiences (virtual and in-person) will be offered beginning June 1, again in alignment with recommendations for capacity and health precautions. We have shared a news release announcing a **"Call for Community Partnerships."** Potential partners will send in ideas for services that could be offered in our parks or activate underutilized buildings to help stimulate the local economy and better serve the community. We are looking ahead to phase two now to determine what else can open, what restrictions will be in place and what type of signage we need before June 5. [Visit BREC for more information](#)

PLEASE HELP US KEEP OUR PARKS OPEN



FOR UPDATED CLOSURES • CANCELLATIONS, [BREC.ORG/COVID19](https://www.brec.org/covid19)





EAST BATON ROUGE COUNCIL ON AGING
TASHA CLARK-AMAR



The East Baton Rouge Council on Aging response to COVID-19 was immediate our agency receives our directives from the Federal Older American Act of 1965. Since March 15th, the EBRCOA has provided a total of 147,413 nutritional meals, 16,900 bags of food pantry and conducted a total of 11,440 telephoning calls. This pandemic truly challenged our agency to become innovative with completely restructuring the way we deliver services to clients. We utilized social media to assist senior citizens in gaining access to technology and virtual programs being offered by our agency. Most senior citizens have government phones with limited talk minutes, which creates a challenge that needs to be addressed. We are working with local providers to increase access to technology for virtual communication and virtual programming. [Click here for more information about EBRCOA](#)



CATS
CAPITAL AREA TRANSIT SYSTEM

CAPITAL AREA TRANSIT SYSTEM
BILL DEVILLE



We are updating our policies and procedures for sanitizing and disinfecting bus fleets and facilities due to the Covid-19 pandemic. These heightened measures will become the new normal with our operations. These measures include acquiring protection equipment for drivers and operators, and infrared cameras at bus entrances.

We are categorized as "essential" by DHS, CISA, and Governor Edwards and are therefore required to provide service. We have reduced service but we continue complete coverage for both fixed routes and para-transit service. Our goal is to determine what will be the new normal and at what pace will businesses reopen. We have a service schedule in place now that allows for moderate return to normal business/ridership activities. We monitor ridership on a daily basis and stand ready to adjust as needed. CATS urges all of its riders to wear face masks to help keep everyone on board safe [Visit BRCATS for more information](#)



LOUISIANA PRIMARY CARE ASSOCIATION
GERREDA DAVIS



All of our clinics are open and ready to provide primary care, behavioral health and dental services. We provide in person and telehealth services. In addition, we provide testing for COVID. Our clinics serve all patients regardless of ability to pay, and we have a sliding fee scale for the uninsured population. All of our clinics are open with the exception of school-based health center (SBHC) sites. However, we are serving the SBHC population at our open clinic sites. [Click here for more information about LPCA](#)



URBAN RESTORATION ENHANCEMENT CORPORATION

CARL DILLON



We continue to work closely with our partners to provide quality programs to Baton Rouge families. Our immediate focus has been to ensure Baton Rouge youth have uninterrupted access to educational opportunities that prepare them for the future. We recently completed a College & Career Ready Pre-Law Institute for high school students in a virtual format, while simultaneously facilitating five weeks of online STEAM based learning for our WHIZKIDS! participants at Glen Oaks Park Elementary School (GOPES) and Geo Prep Mid-City (GPMC).

We are currently providing virtual ACT prep to high school students via our College & Career Ready IGNITE initiative. The next session will begin on June 17. In addition, we will launch virtual WHIZKIDS! Summer Bridge programs at GOPES and GPMC in June, providing elementary and middle school students with academic support in areas such as math, reading, fitness, financial literacy, and STEAM. Our team continues to adapt daily with creativity and enthusiasm as we work to keep the needs of Baton Rouge families first. [Click here for more information about UREC.](#)

ACCELERATED ACT PREP ONLINE

IGNITE FELLOWSHIP

ONLY 4-WEEKS!

GENERAL SESSION
June 17 - July 16
Open to All High School Students
Prepares for July 18th ACT Test

FOR BATON ROUGE AREA HIGH SCHOOL STUDENTS REGISTER AT UREC.COM/ACT2020



MID CITY REDVELOPMENT ALLIANCE
SAM SANDERS



While our offices remain closed to the public, we are serving our clients by phone and Zoom. During this time of disruption, we continue to offer Homebuyer Counseling and Financial Counseling services which are all available by phone or Zoom appointment. We have launched our virtual homebuyer class this month and are showing MCRA homes for sale by appointment. There are currently three units for sale. Our office remains closed until at least June 5th. If you are looking to purchase a home, experiencing difficulty paying your mortgage, or having financial issues and need someone to help you develop an action plan, we can be reached at 225-346-1000, ext. 216. Leave a message and we will return your call. [Click here for more information from Mid-City Redevelopment](#)





We continue to work remotely for the most part but there is some office interaction due to our responsibility in administering city federal grants. This pandemic has affected our team directly and truly appreciate the support from community partners. COVID-19 took place in the midst of several real estate projects which have slowed progress but we continue our existing programs and efforts.. [Click here for more information about Build Baton Rouge](#)



BATON ROUGE NORTH ECONOMIC DEVELOPMENT DISTRICT

JERRY W. JONES JR.



IMPACT North Baton Rouge, also known as Baton Rouge North Economic Development District, continues to work with the business community in North Baton Rouge. Through a partnership with Mayor-President Sharon Weston Broomes' Keep BR Serving initiative, restaurants in our North Baton Rouge District has received \$22,000 in gift card purchases. We have collaborated with small business development organizations on providing technical assistance to businesses in our district, parish, and state. We will continue to connect companies who need help with opportunities to keep them surviving during this time of uncertainty. We remain vigilant in our efforts to work with our partners to attract healthier food options for our North Baton Rouge residents. We have experienced a setback as it pertains to time due to COVID-19; however, we are confident we can get back to facilitating this project in conjunction with Retail Strategies, Mayor-President Broomes staff, and Southern University. Our board of directors is community-focused citizens who care about the organization advancing economic development in North Baton Rouge that will drive investments, foster job creation, and cultivate public and private sector partnerships. [Visit IMPACT North Baton Rouge for more information](#)



YOUNG WOMEN'S CHRISTIAN ASSOCIATION GREATER BATON ROUGE

DIANNA PAYTON

YWCA Greater Baton Rouge is committed to helping our community and providing support where we can especially, when it comes to those most vulnerable. We are working to update our policy and procedures with response to Covid-19. Since this pandemic, with the support of community partnerships supporting our many programs, we've been able to coordinate a COVID-19 bail out through our Community Bail Fund in partnership with the Robert F. Kennedy Foundation, host diaper and mask giveaways, a giveaway of infant cribs through donations received from the Cops & Cribs Cribbet Program, and provide encouragement to graduates of 2020 in partnership with Mayor Broome. In addition, we recognize that there is an increase in domestic violence calls, so we are working to be as responsive as possible to keep women safe by providing Rapid-Re-Housing services. [Visit Baton Rouge's YWCA for more information](#)



About The Urban Update

The Urban Update is a periodic newsletter featuring our city's leading institutions as their solutions, innovations and ideas to address our city's most challenging issues. Each Update is a collaboration between BREC, Build Baton Rouge, CATS, Council on Aging, EBR Housing Authority, Impact Baton Rouge, LA Primary Care Association, MidCity Redevelopment Alliance and MetroMorphosis.