



## ENHANCE OUR REGION'S LIVABILITY

### Upgrade our infrastructure

*Identify and advocate for new investments and improvements in our roads, bridges, utilities and broadband*

- Secure funding for the construction of a new bridge crossing the Mississippi River and related connectors
- Secure a dedicated funding mechanism to increase transportation revenue
- Collaborate with CRISIS on ensuring gap funding for the I-10 widening from the Mississippi River Bridge to the split
- Elevate the importance of infrastructure investments through a coordinated education and communications effort that demonstrates the value and impact to BRAC investors
- Build strong cases for support of defined critical infrastructure needs through impact studies
- Increase awareness and use of public-private partnerships for funding public infrastructure projects
- Advocate for expanded broadband connectivity across the region
- Support increased air service offerings at the Baton Rouge Metropolitan Airport
- Push to have improved public transit in Baton Rouge and an operational inter-city passenger rail established between Baton Rouge and New Orleans
- Support the successful implementation of the Pedestrian and Bike Master Plan

### Beautify BR

*Develop creative approaches for dedicating more resources to brightening up our area's quality of life*

- Convene regional partners to develop and execute a multi-faceted anti-litter and beautification effort – Beautify BR
- Collaborate with partners to launch a Green Up BR initiative to landscape key high-profile corridors
- Conduct a feasibility study for creating a dedicated revenue source for quality-of-life initiatives

## Rally BR Pride

*Build community pride and awareness of our area*

- Develop and launch a community pride marketing campaign focused on people living in the region that incorporates the BRING IT! theme
- Integrate content collected in the community pride marketing campaign into external marketing initiatives
- Identify community ambassadors to regularly contribute and engage on social media and encourage residents to do the same
- Use the BRING IT! strategy as a rallying point of pride and excitement about the region's future
- Secure funding commitments for a three-year extension to BRAC's PR service contract
- Reduce the region's high crime rate by providing fundraising support for additional technology and criminal justice tools