



## VISION

*The City of Baton Rouge and the Parish of East Baton Rouge comprise a burgeoning area critical to the economic success of the State of Louisiana. Increased demands on our services and unprecedented rapid population growth provide opportunities on the national stage to educate the country regarding our assets. Our resources, people and unique quality of life perfectly position Baton Rouge to become America's next great city – the heart of a vibrant and emergent economic region.*

*The ability of the city-parish government to expand and improve services while managing extraordinary growth is the challenge facing our government today. Tremendous educational, research, medical, and technological assets exist within East Baton Rouge Parish to enhance local government's access to knowledge and expertise needed to improve the quality of life of our citizens and the economic health of our business and industries.*

*To provide progressive, effective government that can respond to the increased demands and changes that have been placed upon the City-Parish, we must continue to build an ethical, skilled, diverse city-parish workforce empowered to use their initiative, creativity and expertise in responsible ways.*

*The Mayor's Office will work hand-in-hand with the Metro Council and the leadership and staff of each department to:*

- Develop partnerships for leveraging resources and seeking best answers to complex challenges so that change is sustainable;*
- Focus on short-term and long-term solutions to give citizens confidence that their priorities are being addressed in a timely manner;*
- Make accountability a priority for all sectors of local government;*
- Operate and move forward with a realization that our current Plan of Government may require review and change to accommodate growth;*
- Compete effectively with other communities in terms of grant development, pursuit of state and federal funding opportunities, and public-private opportunities;*
- Establish and communicate a positive and contemporary image for our community;*
- Bring greater value to public education as a means of strengthening our community by always focusing on its role and importance.*

## MISSION STATEMENT

*The City of Baton Rouge, Parish of East Baton Rouge's social, educational, cultural, political, economical, recreational, and religious communities will be the foundation of a commitment to provide the citizens of this Parish with excellence in government.*

*A focused priority on public safety and public health is the hallmark of our ability to build safe, healthy neighborhoods that restore, renew, and re-energize community pride. Services that enrich quality of life for those who live here and those who visit will receive continuous enhancement.*

*We will seek quicker and better ways to improve infrastructure through greater participation from state and federal partners and greater efficiency within local government.*

*Through leadership and innovation, we support public education as the cornerstone of economic development and social advancement. Greater professional planning and growth management will provide better outcomes for unprecedented growth.*

*Public integrity at the highest level will be maintained to create public trust and make government accessible, responsive and accountable to those we serve.*

*The goals and accomplishments of each department of City-Parish government will highlight how better cooperation, communication, and innovation will be applied to develop the best practices necessary to meet the present and future needs of our city.*