



2024 Impact Report

A Continued Case for Partnership

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Committee Leadership

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Police/Community Relations Committee

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Police/Community Relations Committee *Police Athletic League*

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Melvin Hardnett, Co-Chair
Fundraising Committee

Law Enforcement Member Agencies

East Baton Rouge Parish Sheriff's Office
Baton Rouge Police Department
Baton Rouge Constable's Office
Louisiana State Police
EBR Coroner's Office
Capital Area Crime Stoppers
St. George Police Department
Zachary Police Department
Baker Police Department
Caddo Parish Sheriff's Office

Partner Organizations

Boys and Girls Club of Metro Louisiana
Baton Rouge Area Chamber
NOBLE
Baton Rouge Community College
YMCA of the Capital Area
ExxonMobil
BREC
EBR Schools
Southern University

Programs and Partners

Supporting Programs

Cribs for Kids

Save Our Sons

IRIS Domestic Violence Ctr.

The BRidge Agency

The Butterfly Society

C.H.A.N.G.E.

Partners

Baton Rouge Area Chamber

State of Louisiana

U.S. Department of Justice

EBR District Attorney's Office

Baton Rouge Area Foundation

Office of the Mayor/President

Boys and Girls Club – Metro Baton Rouge



PAGE/RICE

PUBLIC SAFETY INITIATIVE

The legacies of Devin Page, Jr., Allie Rice, and others who lost their lives to senseless violent crime live on through the Page/Rice Public Safety Initiative. As Baton Rouge's premier technology and software fund, this initiative partners with local law enforcement, businesses, and the public at large to assist in efforts that expedite identifying and locating criminal suspects, deter criminal activity, and restore public trust in community safety.

Behind local law enforcement guidance, 2024 was a banner year for the initiative which expanded beyond crime cameras to include innovative AI gun-detection software and license plate readers (LPRs). The initiative will use the success of this year as a template that clarifies its mission to reimagine responsible policing and will guide its vision for 2025.

Crime Cameras

National research studies continue to suggest that the safest communities have ample camera coverage that link directly to real-time local crime centers. Efforts by the Baton Rouge Law Enforcement and Criminal Justice Foundation (LECJF) significantly increased the total number of active cameras monitored by Baton Rouge Police and the East Baton Rouge Parish Sheriff's Office.

In 2023, the LECJF was awarded a \$150,000 grant by VisitBR to support the initiative. Thanks to this generosity, the initiative was able to purchase and install 27 crime cameras in 2024 at local hotels, restaurants, and other Baton Rouge venues that are frequented by visitors to the city. This brings the total number of cameras supported by the grant up to 37 total.

Thanks to the efforts of BRPD leadership, the City/Parish was awarded two Project Safe Neighborhood (PSN) grants for the fiscal years 2023 and 2024 to support crime cameras in addition to the two grants awarded for the fiscal years 2021 and 2022. The combined total of PSN grant funding is just shy of \$400,000, and the LECJF will gain access to the funding in installments beginning in January 2025.

License Plate Readers (LPRs)

While adding cameras to local infrastructure in strategic locations will remain a priority of law enforcement, the top priority in 2025 will be the purchase and installment of license plate readers (LPRs). The City/Parish is sorely deficient on the number of active LPRs, particularly along the interstate system, which can capture the license plate of vehicles of interest moving at high speeds. This not only helps in identifying criminal activity and those responsible, but in the identification of missing people.

The VisitBR grant also supported the purchase of five LPRs that were installed at the Mall of Louisiana entry/exit points during Summer 2024. LPRs at the mall were high priorities for BRPD given not only the number of people who frequent the many business at the location, but the increase in criminal activity related to guns and drugs on the premises.

ZeroEyes Software

In January 2024, the LECJF announced a 3-year partnership with an innovative gun-detection software company, the culmination of many conversations with the LECJ Foundation's Board of Directors and law enforcement partners to ensure the product was desired and could support public safety efforts.

ZeroEyes' AI software has been installed onto 25 existing digital security cameras located in strategic areas throughout the city. If a gun is identified, images are instantly shared with the ZeroEyes Operations Center (ZOC), staffed 24/7/365 by specially trained U.S. military and law enforcement intelligence – including visual description, gun type, and last known location – to local law enforcement and staff as quickly as 3 to 5 seconds from detection. The company was founded by Navy SEALs, Special Operations military veterans, and elite technologists following the mass shooting at Stoneman Douglas High School (Parkland, FL) in 2018.

2024 was the first year of a 3-year partnership with ZeroEyes. The initiative hopes to expand this partnership in 2025 to locations where the software is best utilized, such as schools and shopping centers.



Page/Rice Public Safety Initiative

Strategic Plan: 2025-2030

Core Values/Beliefs

Sanctity of Life: Every individual has the right to live without fear of violence. Honoring the lives of those lost to crime inspires our commitment to proactive safety measures.

Collaboration and Unity: Public safety is a shared responsibility. By fostering strong partnerships with law enforcement, businesses, and residents, we create a united front.

Innovation and Technology: Embracing advanced solutions to ensure we address today's challenges in crime – drug trafficking, gang retaliation, irresponsible gun use.

Community Empowerment: Every community deserves access to safety resources. We strive to provide tools to empower residents to actively participate in crime prevention.

Transparent Results: By maintaining transparency with the community through measurable data, we rebuild public trust and create sustainable safety and resilience.

Purpose (Why)

To increase tips, deter criminal activity, protect the roadways, and expedite the identification of criminals through innovative technology and software. Give the community, businesses, and residents the ability to take an active role in influencing a safer Baton Rouge.

3-5 Year Targets

- \$1M endowment for technology and software
- 10 LPRs along Baton Rouge interstates
- 16 crime cameras along Baton Rouge interstate on/off ramps
- 3 crime camera blocks
- Lead the effort to pass a City/Parish ordinance requiring ABC-licensed businesses to comply with hosting crime cameras, if necessary
- Implement the Page/Rice Public Safety Initiative concept in five other Louisiana cities

Key Thrusts/Capabilities

- Strategic fundraising donor portfolio
- Strong relationships with City/Parish Councilmembers, mayor, and DOTD
- Efficient camera purchase and installation process
- Sound data tracking and communication of crime statistics

Brand Promise KPIs

- 25% increase in tips
- 40% decrease in violent crime in hot-spot locations
- Decrease suspect apprehension time by 12 hours

Brand Promises

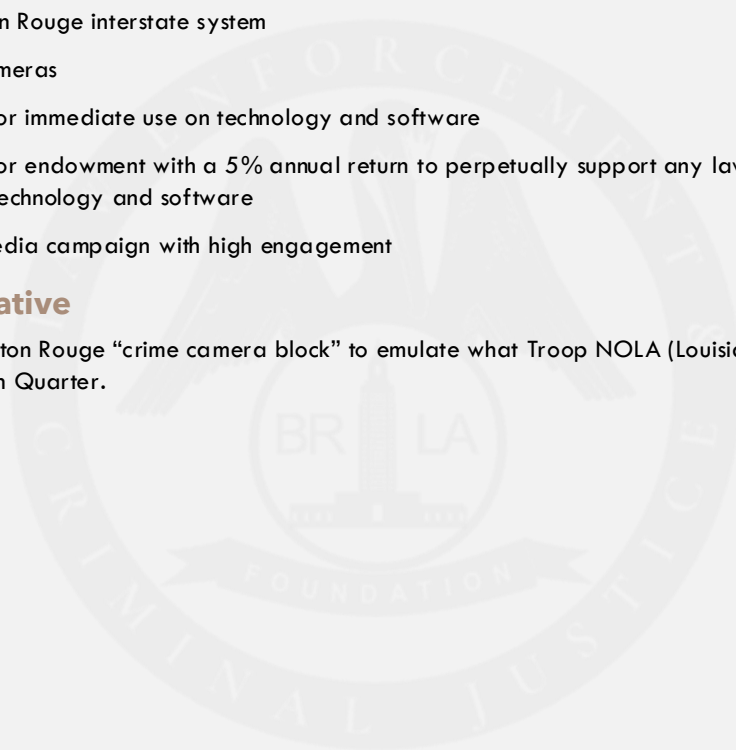
- Cutting-edge and data-driven crime prevention solutions.
- Foster collaboration among law enforcement, businesses, and residents.

2025 Goals

- 3 LPRs along Baton Rouge interstate system
- 4 on/off ramp cameras
- Raise \$250,000 for immediate use on technology and software
- Raise \$250,000 for endowment with a 5% annual return to perpetually support any law enforcement needs related to technology and software
- Launch a social media campaign with high engagement

2025 Key Initiative

- Launch the first Baton Rouge “crime camera block” to emulate what Troop NOLA (Louisiana State Police) is doing in the French Quarter.



Inspiration Center at Howell Park

Construction officially broke ground on the Inspiration Center at Howell Park on Monday, September 9, 2024. As of December 2024, construction progress remains on track for an October 2025 completion with hopes that the facility will be fully functional shortly thereafter.

The center will be a multi-use facility dedicated to the North Baton Rouge community. It is owned by the LECJF and will be operated by the Boys & Girls Club of Metro Louisiana. Other partners on the project are the State of Louisiana, East Baton Rouge Parish, and the Recreation and Park Commission for East Baton Rouge Parish (BREC).

Technology, education, athletics, and mentorship will be used to engage young people and their families. The center will also focus on providing youth and family services to households in an inner-city area of Baton Rouge.

Goals

- Use sports, entertainment, mentorship, and education to motivate more positive outcomes
- Provide a hub for wrap-around family services
- Compile data that will help partnering agencies better serve residents
- Create a better relationship between disinvested communities and law enforcement
- Instill community pride by hosting community-facing events

Mirroring after successful models in other cities

Community OutPost, St. Cloud MN

- The St. Cloud Police Department's Community OutPost team collaborates with residents, community groups, businesses, and St. Cloud State University to assess community needs, build and maintain relationships, and improve access to needed health, wellness, and other services.

@Promise Center, Atlanta, GA

- At-Promise is a youth crime diversion program serving youth across the city of Atlanta. Each youth who attends the program receives a therapeutic assessment to determine their individualized plan of services to include GED/education assistance, workforce prep, and/or recreation activities.

Impact of the Community OutPost and @Promise Center:

- Reduced calls for service
- Lowered recidivism rates
- Better access to the service area for youth, family, education, and employment service providers
- More data on the impact of various programs on the service area
- Improved police/community relations

Amenities at the Inspiration Center at Howell Park

- Football field
- Basketball gymnasium
- Game rooms
- Video game arena
- Recording Studio Bays
- Academic success (incl. reading rooms and computer labs)
- Health & wellness
- Meeting spaces
- Space for service providers (state and local)
- Cafeteria
- Law enforcement officer room (LEO Room)

Project Partners

The Inspiration Center will be built, in part, by funds committed by the State of Louisiana, the City of Baton Rouge, and new market tax credit investors. The LECJF is currently fundraising to fully outfit the building, a \$1.2M capital campaign. Partners who are steering this project:

- Williams Architecture, co-lead architect
- Coleman Partners Architects, co-lead architect
- Deumite Construction, lead contractor
- Thirty Three Strategies, operational support
- Ferrari Development, co-Owner's Rep
- Kimble Properties, co-Owner's Rep

Inspiration Center Budget and Commitments

- \$5M allocation by the State of Louisiana (Capital Outlay)
- \$1M allocation by the City/Parish (CDBG and ARPA)
- \$2.1M commitment through the federal New Markets Tax Credits program
- \$300k commitment from Baton Rouge Police (via the American Rescue Plan Act)
- \$30k gift from East Baton Rouge Sheriff's Office
- \$100k gift from ExxonMobil
- \$100k commitment from Cox Communications
- \$25k gift from DentaQuest

Estimated remaining project delta: \$850,000

Front Rendering

Coleman Partners ARCHITECTS LLC WILLIAMS ARCHITECTURE



Gym Rendering



Progress as of 11.30.24



Floor Plan



