



CITY OF ALEXANDRIA, LOUISIANA  
MAYOR JACQUES M. ROY

# DIVERSITY in ACTION

# Re-Imagining Alexandria Opportunities

## Discussion of Key Points

November 14, 2023

State of the City Series



# Action Items

# Big Goals

- Medical Support access to education and training, access to education and training specific to service industry needs, and access to education and training in the public safety and public safety allied employment sectors.
- Arts, film, and technical education and training opportunities.
- Improving diversity of key and support players, as well as its key contributors in the supply or production chains, leading to better overall outcomes.
- Improving diverse relations internally and in communities or product streams—keying in on emerging and diverse beneficiaries and markets.
- Increasing the capacity of diverse partnering, with unique strategies benefitting all parties and demonstrating the value of, and optimizing power regarding, broader contribution of human capital.
- Strengthening and future proofing select clients with our human resource plans and applications.
- Ministerial Alliance through Nehemiah Initiative

# Strategic Actions

## **Make sure internally, we create alternative pathways to the physical space of JV-CLBI:**

- Establish Weiss & Goldring opportunity with specific regard to partnering with academics and NMTC requirements; and
- Allied health at AC Buchanan; and
- Allied health at CLTCC.

## **Make sure externally, team completes goals to:**

- Meet with LSUA office of diversity and support its independent mission or align missions.
- Meet with Christus and Rapides to support missions or align missions.
- Meet with academic institutions; ministerial alliance, “MOED.”

# Strategic Actions

**Make sure internally, the City personnel complete our goals to:**

- Establish and maintain a directory to facilitate the identification of small businesses, minority and women owned businesses according to their capabilities;
- Arrange solicitations within the reservation to better facilitate the participation of small business, minority and women business enterprise;
- Re-implement informational programs on opportunities and procedures;
- Regularly hold pre-bid/pre-proposal conferences to explain the procedure and forms to be used to encourage small business, minority and women owned business enterprise;
- Provide information and communications on contracting procedures, specifications and requests for proposals to small businesses, minority and women owned businesses in a timely manner.

# Measures

- In 2023, stand up general plans for JV-CLBI or alternative options and sale.
- In 2023, complete the organizational structure; and initial pro forma.
- In 2023, complete Big Goals; commence all Action Items.
- In 2023-24, Initiate Nehemiah in JV-CLBI—\$500,000 plus capital
- 2023 Q-1, Initial Meeting - March 17, 2023.
- 2023 Q-2, W&G and LSUA partnership.
- 2023 Q-3, Initial Meeting - March 17, 2023.
- 2023 Q-4, have made contact with at least [ x ] companies to create opportunity.
- 2024 Q-1, have target marketed substantially to [ x ] companies or opportunities.

## Action Items 2023

- Identify partner list with diverse components in AuMeterR context—this must be prioritized prior to year end
- Review and change DIV legends in RFPs, RFQs, etc.
- Meet with DIV leaders to review City compliance with Executive Order(s)
- Clean up the house so we can have the serious agency to recommend to others; empower council members (agency)
- LSUA partnership term sheet
- W&G partnership term sheet, amend and extend
- Decision on JV-CLBI—Council briefing after appraisals
- Select AREP commissioners; kick off meeting
- Nehemiah selections (Requests for Information)

# Disruption Goals

# Nehemiah Initiative

The **Nehemiah initiative**. In this program we will

- re-establish our healthcare advantage in partnership with educational powerhouse, LSUA, and opportunity-driver, the CLTCC. Our Alexandria Allied Health Initiative with LSUA will train nurses and allied health students with the housing and other support they need for success; doctors will be recruited; and our hospitals will thrive with innovation aided by our infrastructure support.
- build the hard infrastructure improvements and partnerships enabling **EXISTING** large employers to expand, retain, and help us attract other industry.
- incubate, train, and ready fledgling business and entrepreneurship across our community; identify new quality-of-life opportunities to position us for success; and lead an explosion in support for our service industry and arts community, heavily focusing on conventions, outdoor activity, and recreation.
- make our police academy structured to deliver new opportunities for our officers and attract excellence in instruction from around the nation.

# AAHI

- Quality of life investments
- Housing assistance (downtown, home-condo, and agent partnering)
- Quality of life packages (specialty attraction incentives, like sign on bonus of memberships, etc.)
- Assign health liaisons to “study” candidates and “dazzle” them
- Allied health plan—2nd to none; training health care professionals at the CLTCC, LSUA, Varnado-CLBI
- Relax SPARC compliance for healthcare (new and existing builds, utility incentives)
- Hospital infrastructure, utility “hardening”—make our hospitals storm and threat proof; future proofing
- *Alexandria Allied Health Initiative.* Webb and Freedman inaugural co-chairs
- Quarterly roundtable
- “Matching” foundation revolving fund to capitalize the initiative

# Democracy, Faith & Community Health

Built around eight pillars:

1. Institutional infrastructure (what's working, what do we have, what do we need?)
2. Respect and Comity, Free Exercise v. Non-Establishment (interfaith, ecumenism)
3. Proselytizing v. "Onerous Charity" – The How to use faith-based, good ideas without forcing a particular faith . . . .
4. Ministerial Alliances, why and how they help us all
5. MOED, economic development as part of faith
6. Faith and Race
7. The Nehemiah Initiative
8. Metrics

The Mayor is working with a group of pastors to relaunch this program built on years of local relationships.

# Realignment Strategy

## WORKFORCE DEVELOPMENT

The **OFFICE OF ECONOMIC & WORKFORCE DEVELOPMENT** provides job services, training and employment assistance to people looking for work and helps employers find the right staffing opportunities.

## CAREER CHOICE PROGRAMS

These programs provide career counseling and aptitude information to those seeking an employment change and further educate those wishing to explore specific career areas.

### CLOSE THE GAP MENTORING PROGRAM

Designed to "bridge the gap" between potential failure and success for aspiring entrepreneurs and young future business leaders. It allows for education and training, workforce development, and career choice programs.

## EDUCATION & TRAINING

Through the **CENTRAL LOUISIANA BUSINESS INCUBATOR, LSUA, and CLEDA**, entrepreneurs and small business owners can attend workshops, develop a business plan, and learn from business leaders how to successfully grow their company.



### MINORITY BUSINESS ENTERPRISE (MBE/WBE)

An innovative database allows minority-owned vendors, distributors, suppliers and contractors, once certified, to be listed a searchable database.

## ALEXANDRIA FINANCIAL INTERMEDIARY INITIATIVE PROGRAM (AFII)



### SMALL & EMERGING BUSINESS PROGRAM (SEBD)

Designed to assist small, emerging, minority-owned and women-owned businesses to succeed by providing contract, technical, educational, and management assistance.

## ALEXANDRIA FAIRNESS, EQUALITY, ACCESSIBILITY & TEAMWORK PROGRAM (AFEAT)

AFEAT was created to ensure businesses have an opportunity to explore all Alexandria has to offer.



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# MUNICIPAL UTILITY BASICS

The Alexandria Utility System Basics, Assumptions and Needs

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# PUBLIC SAFETY

Philosophy, Policy, Employees,  
Actions Completed and Needs



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State of the City Series

**#1— Neighborhoods Re-Introduction  
(April 2023)(Embers)**

**#2— Judges, Prosecutors and Allied Safety  
Professionals (April 2023) (interviews)**

#3— Judges, Prosecutors and Allied Safety  
Professionals *Part 2* (January 2024)

#4— Judges, Prosecutors and Allied Safety  
Professionals *Part 3* (January 2024)

#5— Constitutional Policing and Special  
Units (February 2024)

#6— Neighborhoods Drill-Down Discussion  
(March 2024) (Neighborhood Certified  
Captains)

#7— Policing, Industry, and Community  
Media Campaign Series

**(Published April 2023)**

- Intelligence-led and Evidence-based  
policing, place-based policing and other  
versions of Focused Deterrence
- Mental Health and Public Safety
- Guns and Youth
- Media and Impacts on Incident Narratives  
(what is stated and not stated; implicit  
bias and racism; root-cause avoidance;  
perceived preferences of intended  
audiences; and subject bias)

#8— Recreation, Health and Children

#9— Education and Workforce

#10— Community Summit Wrap-Up (June/  
July 2024)