



ONEROUGE

2020 Community Meetings to change the course of the Drivers of Poverty



Facilitated by

WALLS PROJECT

thewallsproject.org

Table of Contents

Preface: Primed for Resiliency	4
The Ultimate Conductor: ONEROUGE	5
2020: Speakers & Community Partners	6
2021 Goals: ONEROUGE Collaboration Studio	12
Nine Drivers of Poverty	13

With the onset of the COVID-19 pandemic, The Walls Project sought to create a virtual space continuing the discussion surrounding the Nine Drivers of Poverty. The **OneRouge Coalition** was created as a result, bringing in thought leaders and changemakers across the Baton Rouge community. Poverty is a deeply systemic issue that cannot be combatted if our efforts remain siloed. **Coalition work is crucial - together we can face the Goliath of poverty through focused discussion, policy creation, and community investment.**



2016 flood in Bossier City, LA. *Henrietta Wildsmith/The Times*

Primed for Resiliency

In the wake of the pandemic entering the United States, Louisiana's tourist hub, New Orleans, became a ground zero of initial COVID-19 cases. What quickly unfolded was a responsive reaction by the entire State of Louisiana to the surging numbers and an appropriate shutdown of the state in March 2020. With this, the response to COVID-19 also meant a compounding strain on already struggling communities, as Louisiana routinely ranks at the bottom in the nation in most livability measurements. As of 2020, Louisiana ranked 49th in health¹, 49th in employment², and 48th in food security³. This poised massive areas of working poor populations to plummet into extreme poverty, on top of the scare of a deadly contagious virus.

Although Louisiana does not rank high in the country for many things, one element has stood true, Louisiana and its citizens are resilient. Over the course of the last decade,

Louisiana has responded to numerous hurricanes and tornadoes, and has established an almost routine exercise of emergency reactive response with a triangulation of community, government, corporations, and nonprofits, all converging on a singular issue in a select geographical area. What can be seen in these responses is an emotional swell of support, fast action, and impact for all members of the community, not just those in abject poverty or those who are wealthy enough to demand help.

By harnessing this culture of resiliency, The Walls Project convened over 200 community leaders every Friday via Zoom to respond to the Covid pandemic. The goal was to share knowledge, access and resources to meet the immediate needs of the community as well as create a lasting strategic initiative to combat the persistent and systemic issues that continue to hold Louisiana at the bottom of many national lists. With intention and participation in place, OneRouge coalition stakeholders from all sectors of the community have come together to build a state that is not only resilient, but thriving.

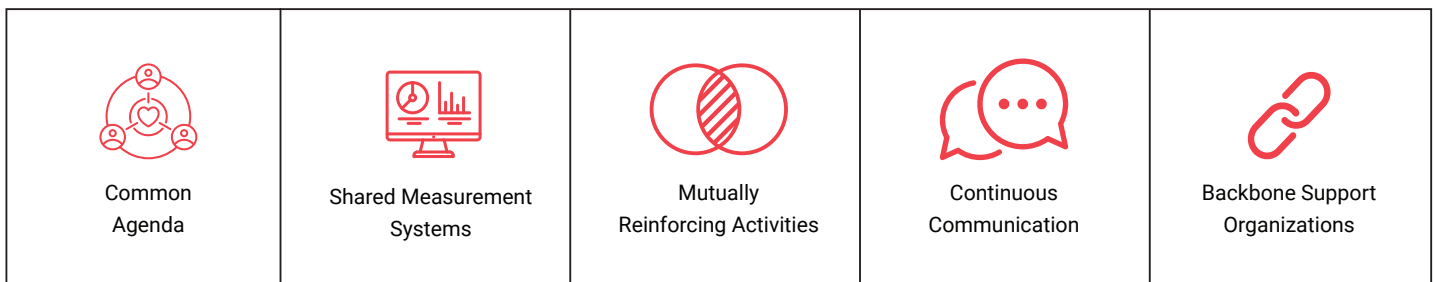
1 https://www.thecentersquare.com/louisiana/louisiana-49th-in-annual-public-health-study/article_c03da842-58b9-11ea-98ba-07179b28860c.html

2 <https://www.kplctv.com/2020/11/02/louisiana-ranks-nd-worst-state-start-career/>

3 https://www.americashealthrankings.org/explore/health-of-women-and-children/measure/food_insecurity_household/state/LA

The Ultimate Conductor: ONEROUGE

As observed in the resiliency and recovery routinely executed in the state, The Walls Project looked to help preserve and coordinate community-driven organizations now scrambling to address the pandemic and state shutdown. The need for there to be *Collective Impact* to pool resources, stay in communication, and leverage one another's services continued to be a societal requirement for East Baton Rouge Parish during COVID. From Stanford Social Innovation Review (SSIR), Collective Impact requires 5 key ingredients: Common Agenda, Shared Measurement Systems, Mutually Reinforcing Activities, Continuous Communication, Backbone Support Organizations. With the state already weakened by long-standing poverty, the working poor instantly progressed into dire need, in addition to the existing citizens living below the poverty line.



Weekly meetings, held virtually on Friday mornings, sought to establish a cadence and location for civic and community leaders to coalesce and coordinate, addressing the most immediate areas of need: Economic & Workforce Development, Education, Food Insecurity, and Social Services for the working poor.

These meetings were structured to host a platform for industry experts to act as featured speakers. Through this, they shared their knowledge with an intersectional alliance of community leaders who then became empowered to disseminate this information to their staff and stakeholders. To create a space of equity and truth, speakers are required to share no slides, videos, or presentations. They are given five minutes of space to communicate who they represent, who they serve, how they impact the community, and to establish three action items for the coalition to help address. Speakers are able to share links to articles, research, and resources for community leaders to do a deeper dive, as well as providing their contact information to answer questions and collaborate after their presentations.

Most importantly, the meetings are open-source on The Walls Project website. This is to encourage anyone looking to understand more about the work being done inside the community to have a direct line of access. Each meeting minutes are recorded and distributed to partners and participants, as well as a cumulation of the shared resources across participating organizations. This is done to help distribute resources and information so that community response is better executed and more deliberate.



**Mayor-President
Sharon Weston-
Broome**
EBR Parish Mayor



Tyrslai Williams Carter
*LSU Office of Strategic
Initiatives*
Director



Manohar Patole
*Co-City/NYU Marron
Institute*
Project Manager



Mitchell Provensal
Baton Roots
Senior Program Coordinator



**Dr. Pamela Ravare-
Jones**
*Office of Mayor-President
Sharon Weston-Broome*
Assistant Chief Administrative Officer



Dr. Girard Melancon
BRCC
Executive Director for the Office
of Workforce Education



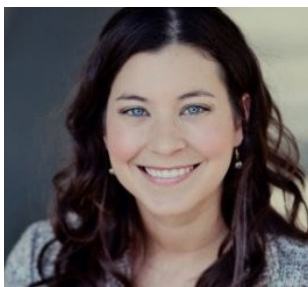
Shalonda Simoneaux
EBR Schools
Executive Director of School
Leadership



Geno McLaughlin
Build Baton Rouge
Community Engagement
Specialist



Adonica Duggan
*Baton Rouge Alliance for
Students*
CEO



Katie Pritchett
Capital Area United Way
Senior Vice President, Impact &
Operations



D'Adario S. Conway
The Ascent Project
People Strategy Project Manager



Korey Patty
Feeding Louisiana
Executive Director

2020: Speakers & Community Partnerships



Dr. Sharmayne R. Rutledge
EBR Schools
Executive Director for School Leadership



Raymond Jetson
MetroMorphosis
Executive Director



Thomas Donley
Baton Rouge International School
Director of Finance



Jan Ross
Huey & Angelina Wilson Foundation
Executive Vice President



Kendra Hendricks
Capital Region Planning Commission
Economic Development Manager



Emily Chatelain
Three O'Clock Project
Executive Director



Courtney Scott
Office of Mayor-President Sharon Weston-Broome
Assistant Chief Administrative Officer



Jared Hymowitz
Office of Mayor-President Sharon Weston-Broome
HealthyBR Executive Director



Camille Manning-Broome
CPEX
President & CEO



Sheretta Harrison
MetroMorphosis



Phil Smith
BRCC Foundation
Executive Director



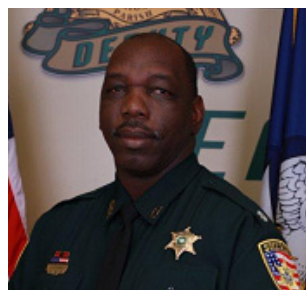
Adam Smith
EBR Schools
2020 Interim Superintendent



Connie DeLeo
Baton Rouge General
Senior Infection Control Practitioner



Hillar Moore D.A.
EBR District Attorney



Dennis Grimes
East Baton Rouge Prison
Warden



Nina Hunter
EmployBR
Program Administrator



Nicolette Gordon
FarmHer Missy
Owner



Edy Addison
Capital Area United Way
Director of Community Impact & Initiatives



Janel Washington
Futures Fund
Senior Program Coordinator



Tracy Smith
Healthy Blue



David Beach
Huey & Angelina Wilson Foundation
CEO



Tristi Charpentier
Huey & Angelina Wilson Foundation
VP Strategic Initiatives



Katherina McGraw
Empower 225
Program Director



Sherry Wynn
IBM
Corporate Social Responsibility

2020: Speakers & Community Partnerships



Anthony Kimble
Kimble Properties
Owner



Alfredo Cruz
Let's Fix It!



Neva Butkus
Louisiana Budget Project
Researcher, policy advocate,
activist



Ken York
Louisiana Rehabilitation
Assistant Director



Judith Rhodes
LSU
Director of Social Research &
Evaluation Center



Brandon Smith
*LSU Office of Community
University Partnerships*



Craig Gehring
MasteryPrep
CEO



Dr. Sarah Barlow
BRCC
Vice Chancellor of Academic &
Student Affairs



Veneeth Iyengar
*Office of Mayor-President
Sharon Weston-Broome*
Assistant Chief Administrative Officer



Chris Meyer
New Schools for Baton Rouge
Executive Director



Jacquelyn Craddock
NexusLA
Workforce Developer



David D'Aquin
Cox Communications
Manager, Public Affairs



Ashley Shelton
Power Coalition
Executive Director



Rev. Alexis Anderson
PREACH
Executive Director



Myra Richardson
Red Torch Consulting
Owner



Gary Chambers
The Rouge Collection
Executive Director



Donald Andrews
Southern University
Dean of College of Business



Connor DeLoach
Top Box Foods
Louisiana
Executive Director

Coalition Core Partners



2021 Goals: ONEROUGE Collaboration Studio

With the pandemic's ultimate dissolution, the impetus of the coalition meetings remain, there is great work left to be done. In 2021, The Walls Project continues to host community meetings surrounding the same four areas of impact, as well as speciality topics such as DBE Capacity Building, Transportation, Prison Reform, Mental Health and Teen Pregnancy.

A startup studio is a vehicle that aims at building several companies in succession. This style of business building is referred to as "parallel entrepreneurship". The Friday morning coalition could be framed in the same sort of lens as a 'Collaboration Studio'. Instead of creating companies to solve a consumer/industry need, a Collaboration Studio is created to serve or address the needs of a community.

As the ability to meet in person returns, the work of the coalition on Zoom will transcend into an open-air innovation studio space that allows for collaborative work to take place in a high-functioning office to help foster environments that small community organizations and nonprofits may not have access to. The Walls Project sees potential in this style of work as more funding and grants are geared toward collaborative impacts.

Ultimately, The Walls Project looks to harness the organizations in every facet of the community to continue to do good work, but in a more developed, strategic way, leading towards more accomplished goals, more persons served, and to create a state where poverty does not remain inescapable.

ONEROUGE Nine Drivers of Poverty

Lack of educational attainment

Lack of homeownership and escalating rental costs

Access to affordable transportation

High number of households with children living in poverty

Low wages and high poverty rates for single mothers

High teen birth rates

Growing number of neighborhoods in poverty

English proficiency & cultural differences

Healthy food access in neighborhoods of concentrated poverty

Additional community partners identified by the coalition to work on the Nine Drivers of Poverty:

1. Lack of educational attainment

100 Black Men of Metro Baton Rouge
 Baton Rouge Community College
 Baton Rouge Youth Coalition
 Boys & Girls Club
 Build Baton Rouge
 Capital Area Finance Authority
 Capital Area Promise
 Co-City Baton Rouge
 Diocese of Baton Rouge Catholic Schools
 East Baton Rouge Parish Schools
 East Baton Rouge Parish Housing Authority
 Empower 225
 East Baton Rouge Parish School System
 Front Yard Bikes
 Futures Fund
 Headstart
 Kimble Properties
 New Schools for Baton Rouge + CHANGEMAKERS cohorts
 Partners Southeast
 Southern University
 Louisiana 4-H Foundation
 Louisianans for Prison Alternatives
 Louisiana State University
 Mayor-President Broome (Cradle-K)
 MetroMorphosis
 Mid City Redevelopment Alliance
 National Coalition of 100 Black Women
 Power Coalition
 Scotlandville CDC
 Southern Poverty Law Center
 Step Up Louisiana
 Urban Restoration and Enhancement Corporation
 Young Entrepreneurs Academy

2. Lack of homeownership and escalating rental cost

Kimble Properties
 East Baton Rouge Parish Housing Authority
 Partners Southeast

3. Access to affordable transportation

Build Baton Rouge
 Capital Area Transit System
 Sierra Club
 Together Baton Rouge

4. High number of households with children living in poverty

Empower 225
 Justice Act Consultant and My Community Cares Coordinator
 Louisianans for Prison Alternatives
 My Community Cares
 Power Coalition
 Step Up Louisiana
 Southern Poverty Law Center
 The Three O' Clock Project

5. High poverty rates & low wages for single mothers

Empower 225
 Louisianans for Prison Alternatives
 LSU Women's Center
 Planned Parenthood
 Power Coalition
 My Community Cares
 Southern Poverty Law Center
 Sexual Trauma Awareness and Response
 Step Up Louisiana
 YWCA

6. High teen birth rates

Aetna/CVS
Care South
The Links Incorporated

7. Growing number of neighborhoods in poverty

Empower 225
Louisianans for Prison Alternatives
My Community Cares
Power Coalition
Project 70805
Southern Poverty Law Center
Step Up Louisiana

8. English proficiency & cultural differences

The 821 Project
Baton Rouge International School

9. Healthy food access in neighborhoods of concentrated poverty

Aetna/CVS
American Heart Association
BASF
Baton Rouge Area Foundation
Baton Rouge Food Bank
Baton Rouge General
Blue Cross/Blue Shield Louisiana Foundation
BREADA
BREC
Build Baton Rouge
Capital Area United Way
Capital Region Planning Commission
Co-City Baton Rouge
Center for Planning Excellence
Department of Children & Family Services

EBR Schools
ExxonMobil
Feeding Louisiana
Foundation for Louisiana
Franciscan Missionaries of Our Lady
Geaux Get Healthy
Grief Recovery Center
Healthy Blue
Huey & Angelina Wilson Foundation
Louisiana 4-H Foundation
Louisiana Budget Project
Louisiana Public Health Institute
LSU Ag Center
Lockett Farms
MetroMorphosis
New Schools for Baton Rouge
Ochsner
Pennington Family Foundation
Southern University Ag Center
Sweet Jones Farms
The Three O'Clock Project
Top Box Foods Louisiana
Urban Footprint
United States Department of Agriculture
Women, Infants and Children

Further Research:

[The Causes of Inner-City Poverty: Eight Hypotheses in Search of Reality](#)

[City of Dallas Mayor's Task Force on Poverty Report](#)

#ONEROUGE

NINE DRIVERS OF POVERTY

Sharp decline in median income

Access to affordable transportation

Lack of home ownership & escalating rental cost

A growing number of neighborhoods in poverty

High number of households with children living in poverty

Lack of educational attainment

Limited English proficiency and cultural barriers

High teen birth rates

Low wages and high poverty rates for single mothers

These barriers were created in thought-partnership with the Mayor's Poverty Task Force of our sister-city, Dallas, TX, and HUD in order to assess, identify, and provide solutions towards ending poverty.

LEARN MORE ABOUT THE DRIVERS

[WALLSPROJECT.ORG/ONEROUGE](https://wallspoint.org/onerouge)

225-434-0515

SUPPORT@THEWALLSPROJECT.ORG