

A NEW DIRECTION: Day One Priorities



Dear Neighbors,

Louisville needs a New Direction: a fresh, energetic approach to providing the safety and services every citizen deserves.

Too much time has been wasted studying our problems instead of solving them. The time for endless studies and patience is over. Our city is demanding action.

On January 2nd, a new Mayor of Louisville will be entrusted with leading our city in that New Direction. From **Day One**, the new Mayor and Administration must begin immediately delivering results for every neighborhood in Louisville.

Should I be fortunate enough to serve as Mayor of Louisville, here are just some of the **priorities and values** I will be focusing on **Day One** to move our city in a New Direction.

Thank you,

A handwritten signature in black ink, appearing to read 'Craig Greenberg'.

Craig Greenberg
Candidate, Louisville Metro Mayor



**GREENBERG
FOR MAYOR**

A NEW DIRECTION: Taking Action on Day One

All In on Public Safety

In January of 2022 - eight months ago - Craig Greenberg presented Louisville with an action plan to address the public safety crisis in Louisville. Called “*ALL IN: A Comprehensive & Effective Plan for a Safer, Stronger and Healthier Louisville*,” it provides a blueprint for improving our police department, addressing the systemic injustices that have held our city back for so long, and implementing comprehensive solutions to improve public safety in every neighborhood. Guided by the counsel of community leaders, law enforcement, clergy and mental health professionals, Craig will begin implementing the **ALL IN** plan on **Day One**.

Craig expects the entire city government to be held accountable, including the Mayor. A checklist for Craig’s **ALL IN** plan can be found at the end of this document, and he hopes everyone will use it to hold the city accountable for delivering results and improving our public safety.

Cracking Down On Illegal Guns

When LMPD confiscates firearms, Kentucky law requires our city to ship these weapons to Frankfort where they are sold at auction. Far too often, these weapons find their way back to the streets where they are used again to commit crimes. It is absurd and dangerous that our law enforcement spends thousands of hours, and millions of taxpayers’ dollars, to get guns off our streets only to see them return to terrorize our neighborhoods. On **Day One**, Craig Greenberg will comply with the law and return these guns to Frankfort, **but only after they have been rendered inoperative.** We must be certain that guns taken off the streets will never be used to harm our community again.



Protecting the Rights and Safety of Women & Girls

Now, more than ever, the fight to protect women’s rights to make their own decisions is an issue for our state and city. Kentucky’s ban on abortion - with no exception for rape or incest - is far too extreme. On **Day One**, Craig Greenberg will do everything within the city’s power to protect the rights of women and girls in Louisville, while also intensifying efforts to combat family and domestic violence. Too many women and children have been burdened with long lasting trauma, injuries and worse from domestic violence. Louisville will be a safe city for women and girls.

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A NEW DIRECTION: Taking Action on Day One

Housing: New, Affordable & Improved

Everyone in Louisville deserves a safe, affordable and quality place to call home. Craig Greenberg has pledged to build 15,000 new affordable housing units in his first term, and he is prepared to act on that promise from **Day One**.

Louisville families also deserve city leadership that works tirelessly to improve their quality of life. Far too many of our hardworking families live in substandard, dangerous housing at the mercy of negligent landlords. On **Day One**, Craig Greenberg will take the lead in holding negligent landlords accountable and redeveloping vacant and abandoned lots into new homes. Additionally, Craig will be transparent and honest about failures within the Louisville Metro Housing Authority and immediately address them.

Addressing Our Homelessness Crisis

Louisville's crisis of homelessness is a tragedy. From citizens living on the streets without access to safe and hygienic spaces, to sidewalks and parks rendered unusable due to crowding, this crisis needs to be solved if Louisville is ever going to move in a New Direction. On **Day One**, Craig will begin working to make sure we are providing safe shelter and services to those who need it, while also helping to ensure public spaces are safe and available for use by everyone.

Cleaning Up the Mess: Trash, Graffiti and Abandoned Cars

We cannot allow our city's beauty to suffer any more at the hands of vandals and vacancies. It's time we reclaim Louisville's civic pride by cleaning up our city. From graffiti to trash to vacant lots and broken street lights, on **Day One** Craig Greenberg will take action to restore our city into a place of great pride. Craig and his Administration will participate in the clean-up and Craig will launch an abandoned car response team to get wrecked and abandoned cars off our streets within 48 hours.

Healthier Parks, Healthier Communities

Clean and healthy parks and green spaces are vital to a strong community. Louisville deserves the best places to recreate, gather, and relax. On **Day One**, Craig Greenberg will redouble efforts to ensure Louisville families in every neighborhood have the opportunity to safely gather and enjoy our parks, including making new investments for improved facilities and accessibility for all.



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Increase Support for Minority Owned Business

The city is not doing enough to support Black Owned Businesses. By investing in people and neighborhoods that have been overlooked for too long, on **Day One**, Craig Greenberg will ensure our city's government provides Black Owned Businesses with equal and equitable opportunities in city spending and investing.



Real Grocery Stores for Every Neighborhood

For years, West Louisville has been asking for new grocery stores and more healthy food options. Year after year plans have fallen through and food deserts continue to plague too much of our community. On **Day One**, Craig Greenberg will get to work on opening real grocery stores for West Louisville and Downtown and finally move our city to act.

Universal, Quality Pre-K for Louisville's Children

Universal quality Pre-K for every three- and four-year old child will be a life-changing investment in the lives of Louisville students and families. On **Day One**, Craig Greenberg will begin building a pilot program to ensure that every child has access to the remarkable benefits of quality Pre-K and that all families can have the best for their kids. This program will change the trajectory of Louisville's future generations.



Making it Easier to Invest in Louisville

Louisville needs new energy and expertise to bring new investment and development to our city. On **Day One**, Craig Greenberg and his Administration will start modernizing our planning and zoning process, eliminating red tape and closely working with people who want to invest in our city and create good-paying jobs that revitalize neighborhoods. Craig will also focus on supporting local businesses that want to expand and increase their investment in our community.

**GREENBERG
FOR MAYOR**

A NEW DIRECTION: Accountability Checklist

A Comprehensive & Effective Plan for a Safer, Stronger, and Healthier Louisville

Stop the Violence

- Restore a Fully Staffed Police Force
- Expand and Strengthen Group Violence Intervention (GVI)
- Crack Down On Illegal Guns
- Implement Solutions to Stop Domestic & Family Violence
- Strengthen Victim Services to Promote Healing

Support a Fully Staffed and Community-Oriented Police Force

- Recruit & Train the Best Police Force in America
- Bring Back Retired Officers as Interim Strategy for Full Staffing
- Create a LMPD Social Work Academy - A New Way to Prepare for Service
- Prioritize Solving Violent Crimes
- Implement Mental Health Emergency Response Services
- Improve Transparency and Accountability
- Increase De-escalation Training

Address Root Causes of Crime - Increase Hope & Opportunity

- Expand Summer Works for After School Jobs
- Community Centers & Programs
- Mental Health Service Equity
- Making Expanded Medicaid, and Additional Services, a City Priority
- 15,000 New Quality, Affordable Housing - With An Emphasis on Home Ownership
- More Resources for Effective Parenting

Build Safer, Cleaner and Healthier Community Spaces

- Create a Community Ambassador Corps
- Launch an Abandoned Vehicle Response Team
- Do the Little Things Right - Street Lights, Sidewalks and More

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