

CENTER *for* PLANNING EXCELLENCE
2013 **Annual Report**



**We work for a more
livable Louisiana
through visionary
planning.**

A note from the Chairman of the Board



The past year has presented our region with extraordinary opportunities and challenges. One of our successes was the decision by IBM to open a services center in Baton Rouge, bringing 800 new technology jobs to the city. This decision was an outgrowth of the downtown revitalization efforts we began in 1998 with *Plan Baton Rouge*.

Another game changer for our city is the establishment of the Water Campus on the riverfront between downtown and LSU – destined to be a world-class research center for water management and coastal issues. A part of the plan is a streetcar connector linking downtown and LSU as recommended in the *FUTUREBR* plan.

Across South Louisiana, communities are anticipating an economic boom precipitated by an abundance of low-cost natural gas. This unprecedented opportunity positions our region for a period of remarkable and sustained prosperity – *if* we make the right decisions to channel this economic energy in ways that will benefit our region for many years to come. Given our history, however, this is far from a given.

Baton Rouge was recently “honored” for having the worst sprawl among all mid-sized cities in America (and the 5th worst sprawl for all cities, including the big ones). If we apply the same level of thinking and planning that earned this dubious distinction during the period of rapid growth that is surely coming, we will need to invent a new bumper sticker to apologize to future generations for the mess we will create.

CPEX embraces the principles of Smart Growth. Those two words. Smart. Growth. The Growth is coming, the result of economic forces not of our making. But, this time, we need to be Smart.

Our mission is to advance Smart Growth by advocating for forward-looking policies; educating residents, media and public officials on planning issues; and assisting communities in engaging their citizens to help create visionary plans for the future.

We are able to do this work only through the support we receive from you, our Members. We are deeply grateful for your confidence and investment in CPEX, and we are excited to take full advantage of the opportunities in front of us.

Thank you so much for your support. We can't do it without you.

A handwritten signature in black ink that reads "Caswell H. Argyros". The signature is fluid and cursive.

**Healthy growth
and development
requires smarter
planning.**

OUR THEORY FOR CHANGE

We know:

So, if we:

Planning is essential to responsible growth and development.

- Preserves cultural identity and sense of place
- Creates sustainable economic prosperity
- Creates equitable access to opportunity
- Protects and restores our natural resources



Educate and inform communities and decision-makers about smart growth tenets, practices and benefits

Louisiana communities do not have access to adequate planning resources.



Connect communities to planning and implementation tools and resources

Lack of planning and/or poor planning can lead to negative outcomes.

- Lack of connectivity between neighborhoods, employers and daily activities
- Disinvestment in city centers
- Sprawl with severe traffic congestion
- Limited transportation choices and limited mobility
- Economic segregation and loss of economic opportunity
- Distressed public school system
- Lack of public green spaces
- Loss of cultural heritage and sense of place
- Loss of natural resources, especially in coastal communities
- Failure to implement improvements



Develop and advocate for policies at all levels that remove barriers and support best practices in planning and implementation

Then:



Communities can take an informed approach to managing growth and planning their best possible future



Communities can access the resources they need to undertake planning and implementation activities



Public and private, state, regional and local development is coordinated, efficient and effective

Long term:

Louisiana's economic competitiveness is enhanced when well-designed communities and regional connectivity attract new businesses.

Vulnerable communities are strengthened as access to opportunity increases.

Communities are better equipped to both **preserve and capitalize on their natural resources** and assets.

Public health improves as people enjoy more opportunities for physical activity and **safer streets exist for pedestrians and bicyclists.**

The multitude of unique places, cultural traditions, and vast natural resources are preserved and leveraged to **encourage a better quality of life in Louisiana.**



Improving Louisiana one plan at a time.

PROGRAM HIGHLIGHTS

Our coast is in crisis. Every day we lose more land. And, the constant threat of natural and man-made disasters is driving more residents to move away — leaving behind critical industries, valuable homes, natural resources and a truly unique way of life. If nothing is done, an invaluable piece of Louisiana culture will be lost forever.

CPEX works to empower our coastal communities.



Between 1932 and 2010, Louisiana has lost

1,883 SQUARE MILES OF LAND

Every year, the Gulf of Mexico claims

16.5 SQUARE MILES OF LAND

— the equivalent of 5 LSU campuses.

If these trends continue:

3 million people could be displaced.

“Since I have taken office, we have had five major hurricanes, three tornadoes, eight high water events, two train derailments, a tremendous number of large weather events, and the Morganza spillway opening. I never imagined I would have to learn about coastal protection and restoration. I knew it was important, but now the council has a whole different perspective on what it means to be a coastal community.”

Guy Cormier — President, St. Mary Parish

Louisiana’s working coast is:



No. 1

in crude oil production



No. 2

in natural gas production



No. 1

in seafood production

(for the lower 48 states)

CPEX has worked with communities across coastal Louisiana to **assist with planning and implementation efforts** and empower residents to make wiser choices about growth and development. Because Louisiana’s communities have unique needs, **CPEX has developed scalable tools and resources** that can meet those needs.

The **Jean Lafitte Resiliency Plan** was unanimously adopted in April 2013 and the **Lafourche Parish Resiliency Plan** moved into its final planning stages.

CPEX is currently **conducting research on the need for and implementation of risk reduction measures across coastal Louisiana**. Our findings inform strategies and recommendations for a state-led **Coastal Community Resilience Program**. CPEX will finalize this work in Fall 2014.



Top to bottom: Coastal Land Use Toolkit and the Coastal Best Practices Manual for Development; CPEX staff tour endangered coastal wetlands; Jean Lafitte National Park on Bayou Lafourche

Too many lives are lost on Louisiana streets. Parents are afraid to allow their children to walk or bike to school because the routes are unsafe. Employees don't see biking to work as a viable option because the network is unprotected and incomplete. And, motor vehicles continue to dominate our transportation policies.

CPEX works to make our streets safer for all users.



Although vehicular deaths have decreased in Louisiana during the last decade ... pedestrian deaths have increased.



In 2012,

16.6% of traffic deaths in Louisiana were pedestrians.

For the nation, Louisiana has the

5th highest pedestrian fatality rate

3rd highest child pedestrian fatality rate

In Louisiana, between 2011 and 2012:

Pedestrian deaths increased by: **30%**

Bicycle deaths increased by: **50%**



Louisiana ranks in the bottom 20% of all states for planning and funding bicycle infrastructure.

CPEX partnered with OneVoice and the Louisiana Public Health Institute to produce *Walk and Ride: A Resource Guide to Funding Pedestrian, Bicycle and Complete Streets Projects in Louisiana*. The Guide is a user-friendly resource, empowering local leaders to pursue pedestrian and bicycle project and funding for their communities.

CPEX released *Danger Zones: A Summary of Pedestrian Fatality Trends in Louisiana*, raising awareness and providing relevant data to support proposals for complete street projects.

CPEX represented community interests on the DOTD Statewide Plan Update process and Sustainable Transportation Action Committee to ensure that bicycle and pedestrian access and safety gains priority status.

Following a successful Better Block BR demonstration, CPEX issued a report outlining the opportunities and community vision that will make Government Street a Complete Street for all users.



Top to bottom: Pedestrian and Bicycle project funding resources; Safe Routes to School programming; Mayor Holden announces Complete Streets improvements to Government Street

Our regions are becoming increasingly interdependent. Citizens deserve transportation choices that enable economic and cultural mobility between Baton Rouge and New Orleans. Maximizing connectivity and ensuring equitable access to opportunity is essential to realizing Louisiana's full economic potential.

CPEX works to connect our Super Region.



By 2016, the energy boom is projected to produce

35,000

NEW CONSTRUCTION JOBS ALONG THE I-10 CORRIDOR

MORE THAN HALF

of the gross state product originates from the Baton Rouge and New Orleans Super Region.



20% of households in New Orleans do not have access to a car



11% of households in Baton Rouge do not have access to a car

A comparison of Southern states in 2010:

Louisiana spends \$1.09 per capita on public transportation.

Tennessee, the next lowest spender, spends \$5.44

Virginia, who spends the most, spends \$23.83



Throughout the Super Region:

>60,000

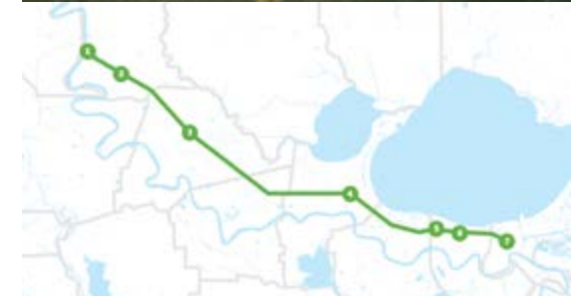
residents commute more than 60 miles on a daily basis

CPEX's 64-member CONNECT Coalition advocates for expanded mobility options across the Baton Rouge-New Orleans Super Region to increase access to jobs, affordable homes and economic opportunity.

With support from CONNECT, 6 parishes along the rail corridor appointed members to the Louisiana Super Region Rail Authority whose mission is to pursue passenger rail service between Baton Rouge and New Orleans.

The 2013 CONNECT Policy Forum engaged the CEOs of medical institutions and community stakeholders in dialogue about opportunities to connect and expand medical job centers in Baton Rouge and New Orleans.

CONNECT worked to improve transit agency governance by developing a fair and transparent vetting process for Capital Area Transit System (CATS) board members. Five new members have been appointed via this new process.



Top to bottom: A CATS bus pulls into a station in downtown Baton Rouge; the proposed passenger rail terminals between Baton Rouge and New Orleans; the 2013 CONNECT Policy Forum

Planning is the only way to ensure sustainable, long-term growth and development. Before Hurricanes Katrina and Rita, planning in Louisiana seemed to be an afterthought — with very few parishes having a comprehensive plan. Our elected officials must understand the importance of planning for the future.

CPEX works to advance planning dialogue and education.



In a survey of Millennials age 18 to 34:



4 OUT OF 5

want to live where they have a variety of transit options to get to and from their home to jobs, school or daily activities

Smart Growth development generates **10 times** more tax revenue per acre than conventional development

AND

upfront infrastructure development costs are

38% LESS EXPENSIVE

We strive to provide educational opportunities and resources to advance the concepts of responsible planning, efficient implementation and Smart Growth. Equipped with information and innovative ideas, decision-makers and community leaders can help our state maximize natural resources, economic opportunity and cultural heritage.

Now in its 9th year, CPEX hosted the annual **Louisiana Smart Growth Summit** at the Shaw Center for the Arts in Baton Rouge. The 2013 Summit was attended by almost 900 speakers, panelists, organizations, community leaders and advocates.

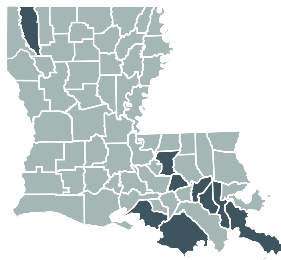
The Summit featured **panels on emerging issues and topics** such as how to plan for the impending industrial economic boom and the feasibility of rail in the Super Region.

Partnering with AARP and the Lieutenant Governor's Office, CPEX recognized three **Great Places in Louisiana** who model Smart Growth principles through their planning and development.

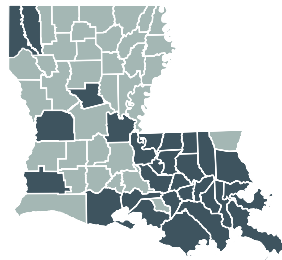


LOUISIANA
SMART GROWTH SUMMIT

In the last decade, Louisiana has seen an increase in comprehensive planning efforts — especially in the Super Region and the Coastal Parishes.



2004



2014



Top to bottom: Andrés Duany and Victor Dover; Branding for the Louisiana Smart Growth Summit; Rep. Vicky Steiner (ND) and Brian Andrews

Planning without implementation is futile. Once a community creates a vision and completes a plan, implementation of that plan requires focused, consistent and cooperative efforts to ensure progress. Especially with limited funds, small staffs and complex policies, to be successful, the community must see their vision reflected in the work.

CPEX works to implement community vision.

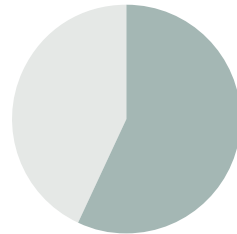


Top to bottom: Main Street in downtown Leesville; Materials being used during a community visioning workshop; Better Block demonstration on Paul Maillard Road in St. Charles Parish



80%

of Louisiana cities and towns have fewer than 5,000 residents



57%

of the US population is comprised of Baby Boomers and Millennials

who have an outsized amount of spending and voting power with a shared desire for transit options.



77%

of Louisiana parishes have no planners on their staff

“Implementing the *Louisiana Land Use Toolkit* could help local officials improve economic development in their areas by teaching them strategies for creating more attractive communities, developing more housing choices for workers, and ensuring more fair and predictable processes for making development decisions.”

Local official from rural Louisiana

We don't plan to plan — we plan to implement. CPEX partners with municipalities of all shapes and sizes to bring plans to life.

CPEX plans and facilitates **public community visioning meetings** that help residents convey their concerns, needs and wants, and visualize their community's future.

CPEX is customizing the *Louisiana Land Use Toolkit* to help **Vernon Parish** and the **City of Leesville** adapt to economic changes and projected growth.

CPEX led the **outreach and community engagement process** for the **corridor revitalization plan** in the *St. Charles 2030* comprehensive plan. CPEX educated the steering committee on sustainable concepts, facilitated public meetings and created a streetscape demonstration.

CPEX created a **new civic brand for Jena** that is being implemented on their website, wayfinding signage, print collateral, etc.

Our communities crave a sense of place. Louisiana enjoys a rich history of traditions and customs. Creating public spaces — both rural and urban — that promote people’s health, happiness, and well being is critical to securing generations of investment, prosperity and cultural significance.

CPEX works to create unique places.

What is placemaking?

Placemaking is a multi-faceted philosophy and process for the planning, design and management of public spaces. Placemaking capitalizes on a local community’s assets, inspiration, and potential, ultimately creating good public spaces that **promote people’s health, happiness, and well being.**



Throughout the recent recession, areas with multiple placemaking activities **experienced half the average decline in housing price.**

When compared to non-walkable communities, studies show people living in walkable neighborhoods:

TRUST
their neighbors
more

PARTICIPATE
in more
community projects

VOLUNTEER
more time to
their neighborhood



Mixed-use, mid-rise development has **25 to 59 times more revenue per acre** than its suburban counterparts.

Across the state, CPEX is engaged in cultural placemaking efforts that foster community pride, encourage new business models and help revitalize property values.

In **Old South Baton Rouge**, CPEX has served as the lead project manager for the **Cultural Placemaking initiative**. Additionally, we contributed funding, volunteers and technical assistance for seven community gardens in the area.

As an extension of Better Block BR and to demonstrate the benefits of urban green space, CPEX led the **[PARK]ing Day** in downtown Baton Rouge. Eight mini-parks were temporarily installed in metered parking spaces to show residents, employees and business owners how green space can help improve street life and encourage economic development.



Top to bottom: Volunteers hang large scale photographs of students from Old South Baton Rouge on a fence during MLK Day of Service; Trolley riders in downtown Baton Rouge are met with a mini-park during [PARK]ing Day



**A sustainable
champion
for planning
in Louisiana.**

FINANCIAL INFORMATION

Our enduring financial strength is due to a diversified strategy that includes grant funding, event proceeds, membership support and mission-driven consulting fees.

Our third annual membership campaign included:

168 members

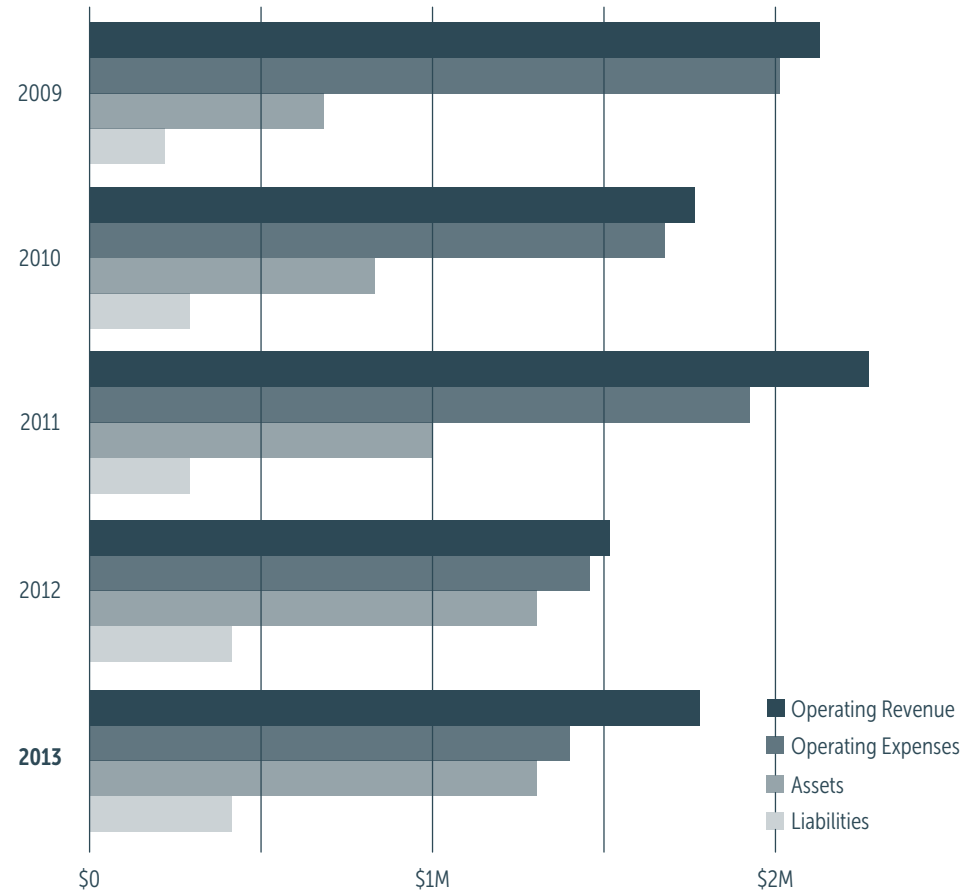
increasing by 19% with more than 82% of members returning.

In 2013, our programs were supported by the following grantors:

- The Ford Foundation**
- Greater New Orleans Foundation**
- US Department of Housing & Urban Development**
- JPMorgan Chase Foundation**
- The Kresge Foundation**
- Louisiana Office of Community Development — Disaster Recovery Unit**
- National Association of REALTORS®**
- Smart Growth America**
- Surdna Foundation**
- The Walton Family Foundation**



Revenue, Expenses, Assets and Liabilities





**Supporting
the plan
for the next
generation.**

CPEX MEMBERSHIP

Vision Members

LEVEL TWO: \$25,000+

All Star Automotive Group

Lane Grigsby

Cordell and Ava Haymon

Manship Media:

**Richard F. Manship, Douglas L. Manship Jr,
David C. Manship, Dina Manship Planche**

Irene W. and C.B. Pennington Foundation

Dee Dee Reilly

Newton B. Thomas/Newtron Group Fund

Susan Turner and Scott Purdin

LEVEL ONE: \$10,000+

Laura and Jim Bailey

Baton Rouge Area Foundation

Roberta A. Guillory

John and Virginia Noland

**Charles W. Lamar III,
Charles Lamar Family Foundation**

Leadership Members

LEVEL TWO: \$5,000+

Blue Cross and Blue Shield of Louisiana

The Imogene Brown Family Fund

Douglass Stewart Coleman

The McMains Foundation

SGS Petroleum Service Corporation

Stantec Consulting Services

John G. Turner and Jerry G. Fischer

Joanna Wurtele

LEVEL ONE: \$2,500+

Lee and Brenda Berg, Lee Michael's Fine Jewelry

J. Terrell and Mary Kay Brown Family Fund

Capital One Bank

Coca-Cola Bottling Company of Baton Rouge

CSRS, Inc.

Donna D. Fraiche, Baker Donelson

HNTB Corporation

Jones Walker LLP

Harry J. Philips, Jr., Taylor, Porter, Brooks & Phillips LLP

Sean and Jennifer Eplett Reilly

Stone Pigman Walther Wittmann L.L.C.

Stonehenge Capital Company, LLC

Town of Jena

John and Boo Thomas

Whitney Bank

WHLC Architecture

Foundation Members

LEVEL THREE: \$1,000+

AARP Louisiana
**American Institute of Architects-
Louisiana Chapter**
Breazeale, Sachse & Wilson, L.L.P.
Steve Carville, Milton J. Womack, Inc.
Commercial Properties Realty Trust
Cornerstone Government Affairs, LLC
Cox Communications
Linda and John Davies
R. W. Day and Associates
FENSTERMAKER
Alice and Bob Greer
John and Susan Kelliher
Kracke Consulting
John P. Laborde
Jimmy and Lillian Maurin
Roger and Marcia Moser

**Hermann "Buck" Moyses, III,
Moyses Family Foundation**
Jay and Elizabeth Noland
Phelps Dunbar LLP
Craig and Terri Pourciau
Riverview Development, LLC
Beth and James Ruiz
**Cary Saurage, Alma Lee and
H. N. Saurage, Jr. Fund**
Craig and Lynne Smith
Starmount Life/AlwaysCare Benefits
Steve and Martha Strohschein
Anne and Andy Thomas
Dann and Janet Thomasson
Woman's Hospital
Jeff and Ansley Zehnder

LEVEL TWO: \$500+

Princeton and Dadie Bardwell
Catherine Coates and Brian Hales
Coleman Partners Architects, LLC
Crompton International
Downtown Duplicating
Gregory M. Eaton
Forum 35
Brian and Barbara Haymon
Hearin Properties
Josef Sternberg Memorial Fund
Stafford Kendall, Covalent Logic
Kimley-Horn and Associates, Inc.
Luke and Kathryn Kissam

Kevin and Debbie Knobloch
Latter & Blum Property Management
James Lima Planning + Development
Lipsey's, LLC
Anne and Paul Marks, Jr.
Nanette Noland
Douglas Reed, Reed Hilderbrand, LLC
Mr. and Mrs. Claude F. Reynaud, Jr.
Hank and Laurie Saurage
Charles E. Schwing
Linda & John Spain
Mike Sullivan, Looney Ricks Kiss/LRK

LEVEL ONE: \$250+

Copper and Frank Alvarez
Glenn and Jennifer Angelle, Angelle Architects
Elliott W. Atkinson, Jr. and Susan Atkinson
Bardwell Development Co., LLC
Ken Best, J-K Best Co., Inc.
Warren and Brenda Birkett
Bistro Byronz
Bofinger's Tree Service LLC
William E. Borah
Jori Erdman and Chip Boyles
Jim Brandt
Beth and John Brantley
BREC Foundation
Camille Manning-Broome and Devin Broome
Carole Anne Brown
Mr. Robert and Dr. Gypsie Bryan
John K. Carpenter
Pat Cave
Norman Chenevert, Chenevert Architects
Linda & Kelwin Clark
Citizens Bank & Trust Co.
Mr. and Mrs. Charles H. Coates, Jr.
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Jim and Becky Ellis
John and Marty Engquist
Patricia H. Felder - Felder's Collision Parts, Inc.
Financial Consulting Services, Inc.
Bill Firesheets
Carol and Ken Gikas
Greater Lafayette Chamber of Commerce
Dr. J.D. Guillory, Jr.
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Fran and LeRoy Harvey
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John and Farleigh Jackson
Donnie Jarreau Real Estate, Inc.
Raymond A. Jetson
Mary Terrell and Cheney Joseph
Martha and Joe Juban
Megan and Adam Knapp
LA 1 Coalition
Lard Oil Company
Laurence Lambert
Charles and Crissie Landry
Alyson Lapuma - Tangipahoa Parish Government
Susan P. and F. Barrow Leake III
Felix Lee and Julie Lee
W. Conville and Polly Richardson Lemoine
Cornelius and Karen Lewis
Jeannine and Tim Lomax
LSU AgCenter
O'Neil Malbrough
Manship Theatre
Patrick J. Mascarella
Frank and Kathy McArthur
Daniel J. McGlynn
Alice and Dick Miller
MJ's Café
Stephen and Heather Moret
Chrystal N. Musgrove
Dyke Nelson, AIA, LEED AP, BD+C
George Nelson, Louisiana Companies
Newton Landscape Group, Inc.
Roger Ogden
Olinde Financial Group
Providence Community Housing
Patricia A. Day & Joseph G. Simmons
Dale Songy, Coleman Partners Architects, LLC
Ralph and Sissy Stephens
St. Tammany Parish Government
John and Debra Thomas

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CENTER *for*
PLANNING
EXCELLENCE

Just plan extraordinary.