

The background features a large, stylized graphic of a globe or sphere, composed of thick, dark blue curved lines that intersect to form a grid of white diamond-shaped openings. The text is centered within a dark blue circular area that overlaps the globe.

CPEX

Annual Report 2018



Mission

We champion the power of good planning to build livable, resilient communities throughout Louisiana through our work as policy advocates, educators and planning experts.

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From the Leadership



**Cordell Haymon,
CPEX Board Chair**

CPEX has collaborated with more than **50 parishes, towns and neighborhoods** around the state.

I hope you will enjoy seeing in this report an overview of the important work CPEX is doing. I would like to express appreciation to all CPEX members and supporters and to the partners who join us in this work. People sometimes forget that CPEX is a nonprofit with no government funding. We are a unique resource providing planning expertise to our state and its communities. Though much of our work is funded through grants and contracts that require specific deliverables, CPEX also engages with policymakers and elected officials to promote good planning and wise policy decisions. The cost for doing this work is covered by the donations we receive in the form of memberships. Membership dollars are a relatively small portion of our overall revenue, but they are essential for our ongoing work and engagement. So thank you again for being an important part of CPEX. I hope you will continue supporting us and encourage others to do so.



CPEX BOARD OF DIRECTORS

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**Preston J. Castille Jr.,
CPEX Board Vice Chair**

Planning is important. The failure to plan the development of our communities contributes to many of the serious problems facing our state — poor health, traffic congestion, crime, blight and disinvestment. On the other hand, good planning creates the places we want to be — places where we can enjoy sidewalk cafes on a historic main street, stroll along shady sidewalks, experience public art and meet friends and neighbors at parks. These are also places that are safe, that provide equitable access to opportunity and that are easy to get around, whether on foot or by bike, bus or car.

Smart planning can be truly transformative, bringing residents together around a shared vision for the future and providing the tools needed to make it a reality. The planning that CPEX has contributed to over the past 20 years has helped shape the parts of the city that make me proud to call Baton Rouge home. What I'm excited about now is our expanded effort to bring good planning practices to every segment of the city, especially disinvested areas in North Baton Rouge.

I am proud to be a part of CPEX as we continue to work with our partners to create cities, towns and neighborhoods that all residents are proud to call home.



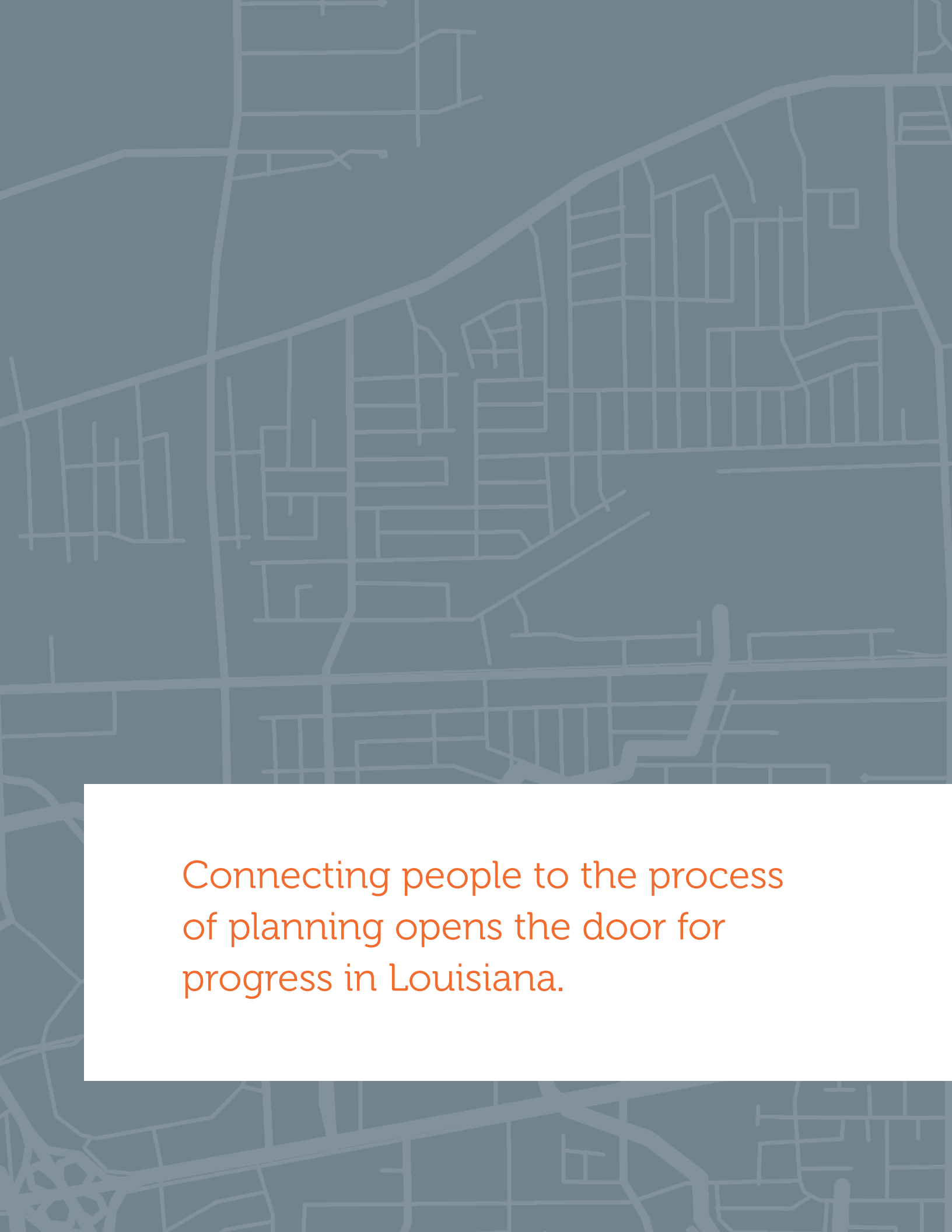
**Camille Manning-Broome,
CPEX President & CEO**

Louisiana is at a pivotal moment. The status quo is not working and will not sustain us in the future. We must face hard truths about poverty, public health, racial disparities, disasters and climate change. We must pivot from a persistent state of reaction and recovery to proactive decision making. CPEX is working to identify and implement changes to programs, policies and practices that will result in greater resilience for our state.

To tackle the difficult challenges we face, CPEX needs courageous supporters committed to tangible impacts that drive equitable, sustainable growth for all. Change doesn't happen overnight. But if we build a movement dedicated to solving our biggest problems, we can make a difference. With the power of planning and passion for our people and our state, we can create a more resilient and livable Louisiana.

What We Do





Connecting people to the process
of planning opens the door for
progress in Louisiana.



Our work takes us across the state and around the globe to identify cutting-edge solutions to the challenges we face. We work with civic leaders, state and local agencies, and elected officials to create the plans, policies and stakeholder engagement needed to adapt those solutions to the unique needs and aspirations of each Louisiana community.



Policy

To make lasting progress on the issues we care about—whether it’s the economy, traffic congestion, public health or flood risk—policy is key. Good policy creates efficiencies, accelerates progress and supports racial and economic equity across all sectors. CPEX crafts policies that are based on proven best practices and adapted to the specific needs and preferences of the communities we serve. **We then help implement these policies so they can see real change.**



Education and Engagement

Planning for positive change doesn’t work unless the people who will be affected have meaningful opportunities to participate in the process. **Equitable and inclusive engagement and education are integral to all CPEX projects.** We engage diverse stakeholders in conversations that foster understanding of sustainable growth principles and a shared vision for creating extraordinary places. Our commitment to learning and dialogue helps ensure that residents have opportunities to shape the future of their communities, and that leaders are able to apply the right planning tools to implement their constituents’ vision.

CPEX develops policy to address:

- Complete Streets and transportation choices
- Nonstructural flood risk mitigation, climate change adaptation and green infrastructure
- Community development and equitable land use planning
- Healthy community design
- Resilience planning

Some of the ways CPEX works to educate and engage all stakeholders in our work include:

- Workshops and trainings
- Annual Smart Growth Summit
- Demonstration projects
- Facilitated convenings





Planning

Before Hurricanes Katrina and Rita, fewer than 15 parishes in Louisiana had comprehensive plans or land use regulations in place. Since that time CPEX has been leading a paradigm shift, contributing to plans for more than 50 Louisiana parishes, towns, neighborhoods and campuses. In order to address blight; prepare for population changes, economic shifts and emerging housing needs; and adapt to the climate crisis, communities across the state need access to planning resources and experts.

CPEX helps communities plan with:

- Planning and land use tool kits
- Comprehensive plans
- Corridor plans
- Campus plans
- Bike/pedestrian plans
- Flood-risk reduction and resiliency plans

We strive to help our partners connect the things that matter most: people, housing, transportation, health, culture and the natural environment.

We work to ensure that our limited resources are used to their highest and best purpose in every context to build lasting resilience in each of these fields.

The background of the entire page is a light blue, stylized map of a city grid. The grid consists of various street patterns, including straight lines, curves, and some irregular shapes, representing a complex urban layout. The lines are thin and light blue, set against a slightly darker blue background.

2018

Highlights





Our projects in 2018 ranged from big cities to small towns, from the streets of Baton Rouge to historic Tallulah and the coast. We partnered with national experts, local organizations, state agencies and community leaders to impact the lives of the people who call this state home.

Smart Growth Summit

CPEX's Smart Growth Summit, held in downtown Baton Rouge, brought more than 500 attendees together with more than 50 planning experts and leaders from around our state and across the country. Powerful presentations and interactive workshops prompted new dialogue on innovative planning for healthier, more resilient communities in Louisiana. The event showcased how we can use new planning tools, novel partnerships, cutting-edge resilient design and smart policy to conquer the steep challenges facing our state today.



"I attend the Smart Growth Summit each year because CPEX does a remarkable job addressing the issues facing our communities, focusing on solutions we can use."

—Natalie Robottom, President, St. John the Baptist Parish.
St. John the Baptist Parish is a proud member of CPEX.

Southern University Planning and Visioning Workshop

As part of the Smart Growth Summit, CPEX partnered with Southern University Alumni Foundation to host a workshop for Southern University stakeholders. Participants explored opportunities for leveraging private-public partnerships and investing in near-term, incremental change with a focus on amplifying existing assets, enhancing a distinct sense of place, spurring economic activity and improving quality of life for residents and students.

"I'm grateful for the confidence that the university and the foundation have placed in our organization. There's a great opportunity for revitalization of the neighborhoods that has been talked about, but not yet implemented. We now have a real shot at making it happen."

—Preston J. Castille Jr.,
CPEX Board Vice Chair



People/Planning/Progress

CPEX's new digital magazine, People/Planning/Progress, is dedicated to recognizing people using the power of good planning to build healthy, sustainable communities in Louisiana and around the world. We challenge our readers with big ideas, inspire them with stories of trailblazing community leaders and empower them to lead in their own communities by providing the tools and information needed to drive meaningful change.

Madisonville's Vision

Madisonville, a town of 800 people near the mouth of the Tchefuncte River, faced struggles related to its continued growth. The town, with its historic charm and unique maritime history, is facing development pressure from surrounding suburbs. CPEX worked with the town to create Madisonville's Vision, a plan that charts a path for future investments, economic development and quality of life improvements that protect the town's unique character and culture while accommodating good growth.

"We are so grateful to the CPEX team. Our community was arguing about where we were headed. Because of the transparent public planning process, we have a vision and road map that our community supports."

—Mayor Jean Pelloat, Madisonville, Louisiana

Governor's Resilience Workshop

CPEX worked closely with the governor's office to design and facilitate a workshop for all Cabinet-level officials and other state agency executives to tackle the challenge of adapting our governance model and practices to the threats posed by land loss and climate change. During the two-day workshop, participants achieved a shared understanding of the full breadth and depth of the coastal crisis and how it affects every agency as well as the Louisiana residents those agencies serve.

We helped participants understand how global changes to weather, flood risk and storm surge are already affecting Louisiana, from infrastructure to housing to education. The state agency leaders used that information to identify priorities and strategies for developing a comprehensive, collaborative approach to governance that will more effectively position Louisiana for success



amid changing landscapes, environments, and populations.

CPEX continues to work with state agency leaders and the state's new Chief Resilience Officer to advance the resilience-building priorities and governance strategies set forth during the workshop.

"The participants might not have seen the connections to the work they do before the workshop, but the activities helped them see how areas such as housing, economic development and education are integrated and how all these agencies can be part of working toward finding solutions for Louisiana."

—Charles Sutcliffe, Chief Resilience Officer,
Governor's Office of Coastal Activities

Longfellow Park

Through a grant provided by AARP, CPEX worked with the East Baton Rouge Department of Transportation and Drainage, BREC and area residents to improve accessibility to Longfellow Park by providing safe connections such as lighted paths, street lighting and high-visibility crosswalks. These features have enhanced residents' ability to fully enjoy the park's renovated amenities and have increased the return on the public's investment in improving the park.

"We were able to make real improvements in the community that are helping residents safely walk to the park because of CPEX's design skills and ability to work seamlessly with the East Baton Rouge Department of Transportation and Drainage."

—Denise Bottcher, State Director, AARP Louisiana
AARP Louisiana is a proud member of CPEX.



Longfellow Park Grand Opening

Planning Pays Off





When it comes to planning, it's all about the long game. Projects we began years ago have continued to evolve, grow and materialize into the changes that the community envisioned. **Plans and projects implemented in years past have led to transformative results for our communities.**

Better Block BR: Government Street

It's hard to imagine now, but the Government Street project in Mid City Baton Rouge was originally going to be a simple repave-and-fix-the-curb project. When CPEX launched the Government Street Better Block demonstration project in 2013, all that changed. Better Block allowed area residents and businesses to experience a totally different Government Street, reimagined to include shaded sidewalks, bike lanes, vibrant retail and increased safety for people using all modes of travel.

The Better Block also demonstrated unprecedented, community-driven partnership—CPEX worked closely with the mayor's office and Mid City Redevelopment Alliance, as well as the Walls Project, EBR Redevelopment Authority, EBR Department of Transportation and Drainage, elbow/room, Mid City Merchants, Stantec, Makaira Design + Build and a host of volunteer residents and businesses to execute the event and create a vision for the future.

The economic impact since then has been clear. New businesses have flocked to Government Street in anticipation of the redesign, and neighborhoods like Ogden Park, the Garden District and Bernard Terrace are re-emerging as highly desirable, walkable neighborhoods.

PROGRESS in Mid City Baton Rouge

48

new businesses and
2 new mixed-use
developments since
Better Block was
launched in 2013

55

businesses
participate in Hot
Art, Cool Nights
with 200+ artists

76

businesses
participate in White
Light Night with
400 artists

183

member artists
participate at monthly
Mid City Makers
Market events

“The quality of life in Mid City has improved dramatically over the past five years thanks to the Government Street Better Block. Seeing that the city was willing to make this investment in a complete street intended to make the neighborhood a better, safer place has spurred so much development and investment in the area and has very rapidly transformed the corridor into a thriving hub.”

—Justin Lemoine,
Owner & Lead Developer, ELS Landscape Architecture Studio,
Co-founder of Mid City Makers Market

Sustainable Transportation Action Committee

CPEX joined forces with AARP Louisiana in 2012 to form the Baton Rouge Sustainable Transportation Action Committee (BR STAC), a coalition of more than 40 local volunteer partners engaged in making Baton Rouge streets safer and more accessible for all travelers. Since its formation, STAC has fostered new collaborations, policies and projects and strengthened the public's voice in policy and implementation decisions.

Some of BR STAC's key successes include:

- Advocated successfully for development and adoption of Baton Rouge's Complete Streets Policy.
- Worked with the mayor's office to form the Complete Streets Advisory and Technical committees, charged with ensuring that implementation is addressing areas of greatest need and meeting the highest design standards.
- Developed a collaborative, data-driven planning process that considered equity, public health and safety, and piloted it on the Foster Drive corridor, resulting in a pipeline of projects key to revitalizing this diverse part of Mid City Baton Rouge.
- Produced the Complete Streets Toolkit, a blueprint communities can use to advance their own Complete Streets policies and implementation processes.

BR STAC is one of several examples of work CPEX does to improve our state and communities that is funded by CPEX's member contributions.

Jean Lafitte Resilience Plan

In 2012, CPEX partnered with the town of Jean Lafitte to develop a resilience plan through the Office of Community Development's Resilience Pilot Program. The plan identified projects such as a community center, a fisher's market and the Wetlands Discovery Center, and made

recommendations for directing growth toward areas with higher ground and lower flood risk.

By having a resilience plan in place, Jean Lafitte has been able to:

- Increase the economic value of their assets.
- Secure funding to build a levee.
- Reduce residents' flood risk.
- Reduce flood insurance premiums by 5%.

CRISIS Coalition

In 2015, CPEX worked with the Baton Rouge Area Chamber (BRAC) and the Greater Baton Rouge Industry Alliance (GBRIA) to form CRISIS – Capital Region Industry for Sustainable Infrastructure Solutions. CRISIS is a coalition of business and industrial leaders from throughout the capital region providing unified leadership on the challenges affecting our transportation network. CRISIS advocates for data-driven decision making, increased funding to maintain and develop transportation infrastructure, and increased capacity for local and regional transportation planning entities.

Since 2015, CRISIS has been instrumental in:

- Creation of the Capital Regional Mobility Strategy.
- Convening Capital Region parish leadership around regional transportation goals.
- Securing more than \$1.8 billion to fund increases in network capacity.
- Advancing the Capital Region Bridge District.

CPEX seeks to ensure that new projects and funding initiatives include land use considerations and multi-modal options, and improve overall connectivity.





Investing in a Better Louisiana

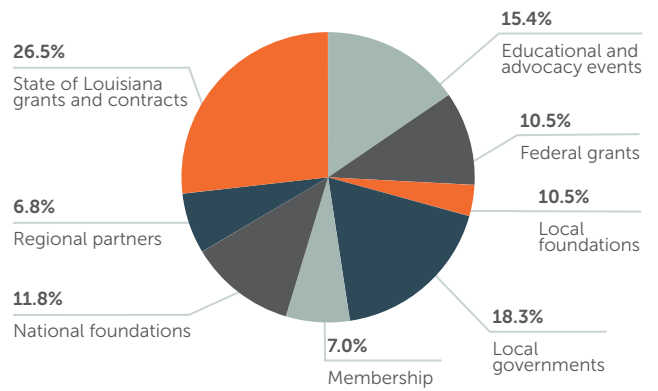


Mid City Makers Market

Grantors

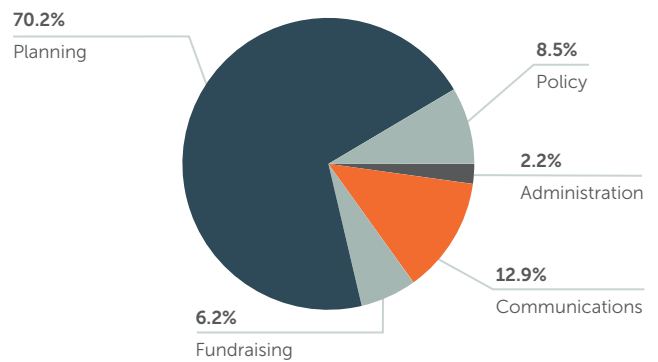
- AARP Louisiana
- Foundation for Louisiana
- Greater New Orleans Foundation
- The Kresge Foundation
- Louisiana Healthy Communities Coalition
- Louisiana Realtors
- LSU AgCenter
- McKnight Foundation
- National Association of REALTORS®
- National Oceanic and Atmospheric Administration
- Walton Family Foundation

2018 Revenue



2018 Revenue Total: \$2,120,552

2018 Expenses



2018 Expense Total: \$2,041,233





Join us in championing the power of good planning to build livable, resilient communities. As a member, your resources directly support our work as policy advocates, educators and planning experts in the Louisiana places that need it most.

Vision Level 2

\$25,000+

Vision Level 1

\$10,000+

Leadership Level 2

\$5,000+

Leadership Level 1

\$2,500+

Foundation Level 3

\$1,000+

Foundation Level 2

\$500+

Foundation Level 1

\$250+

Community Member Level 2

\$2,500+

Community Member Level 1

\$1,000+

↙
CPEX is excited to announce the unveiling of new membership levels and opportunities later this year. Stay tuned!

With the power of planning and passion for our people and our state, we can create a more resilient and livable Louisiana for generations to come. Our children deserve nothing less.

2018 Members





Everything we do is powered by our community—our passionate supporters, members, and partners. **Thank you for your support. Together, we are building a better Louisiana.**

Vision Level 2

Cordell and Ava Haymon

Vision Level 1

The John A. Thomas and Elizabeth “Boo” Thomas Family Fund

Leadership Level 2

BASF Corporation

Blue Cross and Blue Shield of Louisiana

Charles W. Lamar III, Charles Lamar Family Foundation

Petroleum Service Corporation, an SGS Company

John G. Turner and Jerry G. Fischer

Leadership Level 1

AARP Louisiana

Baton Rouge Coca-Cola

Beverly Coates

Cathy Coates and Brian Hales

CAFA

ExxonMobil Baton Rouge

Hancock Whitney Bank

Our Lady of the Lake Foundation

Republic Finance, LLC

Beth and James Ruiz

Stonehenge Capital

Stone Pigman Walther Wittmann LLC

Taylor Porter

Joanna Wurtele

Foundation Level 3

Baker Donelson

Mary Kay and Terrell Brown

Douglass Stewart Coleman

Cox Communications

Dr. Christopher and Kelsey Funes

John Paul and Ann Funes

Roberta A. Guillory

Alden and Margaret Laborde Foundation

Patrick J. Mascarella (deceased)

The McMains Foundation

Roger and Marcia Moser

Moyse Family Foundation

Jay and Elizabeth Noland

Virginia and John Noland

River View Development LLC

Alma Lee, Norman and Cary Saurage Fund

Hank and Laurie Saurage

Foundation Level 2

Princeton and Dadie Bardwell

Annette D. Barton

Danielle and Tim Basilica

Baton Rouge Growth Coalition

BREC Foundation

J. Daniels, Partners Southeast

Mr. and Mrs. N. Peter Davis

Downtown Duplicating

GeoEngineers, Inc.

Brian and Barbara Haymon
Dr. and Mrs. Steven Heymsfield
Kevin and Debbie Knobloch
Latter & Blum Property Management Inc.
W. Conville and Polly Richards Lemoine
Looney Ricks Kiss / LRK Architects
Joanie and Allen Penniman
Provident Resources Group Inc.
Charles E. Schwing
Josef Sternberg Memorial Fund
Stirling Properties
Stephen and Martha Strohschein
Wampold Companies

Foundation Level 1

Ascension Economic Development Corporation
W. George Bayhi
Lance Allen Bennett
Kia Bickham
Warren and Brenda Birkett
Nancy B. Bogan
Marvin and Susan Borgmeyer
Aza and Tim Bowlin
Bradley-Blewster & Associates
Jim and Janie Brandt
John and Beth Brantley
Camille Manning-Broome and Devin Broome
Cameron Parish Police Jury
John K. Carpenter and John Sykes
Citizens Bank
Renee Chatelain and Kevin Lyle
Linda and Kelwin Clark
Charles and Peggy Coates
Thomas and Debbie Cotten
Heather Cross
Crump Wilson Architects
Bob and Darlene Daigrepoint
Patricia A. Day and Joseph G. Simmons

Eric Dexter
Downtown Business Association
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HousingNOLA
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Nick and Abbie Speyrer
Success Labs
Angelle Lavergne Terry
Anne and Andy Thomas
Betsy Toups
Woman's Hospital
Stafford Wood, Covalent Logic
Aimee and TJ Woodard

Level 1 Community Membership

City of Thibodaux

Level 2 Community Membership

Ascension Parish Government
Lafayette Consolidated Government
St. John the Baptist Parish



Parklet in downtown Baton Rouge



CENTER *for*
PLANNING
EXCELLENCE

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