



CENTER for **PLANNING EXCELLENCE**
2014 ANNUAL REPORT

A note from the Chairman of the Board



We are pleased to present this annual report to our members. It reflects the many aspects of planning in which CPEX is involved — long-range plans for communities in our region, safer streets that accommodate multiple modes of transportation, planning to facilitate movement from place to place, coastal resiliency, urban design, policy development, and more. **Our work perfectly reflects Andrés Duany's maxim that "in planning, everything connects to everything else."**

As this letter is being written, our state is facing a huge budget deficit which is threatening higher education, healthcare, transportation and other vital services. At such a time, I reflect upon the fundamentals that first drew my interest to planning and smart growth. **It is all about being thoughtful and wise in our public investments so we obtain the most value from the investments we have made in the past as well as those we will make in the future.**

Going into 2015, one of our most exciting new initiatives is the formation of a coalition with the Baton Rouge Area Chamber and the Greater Baton Rouge Industry Alliance to identify a realistic path forward to relieve the traffic congestion in the Capitol Region. This is a serious problem that, given the significant expansion of the petrochemical industry and a growing population, will only get worse without a smart, swift change of course. Multiple solutions have been proposed, but none are supported with rigorous data that demonstrates which investments will provide the best balance of cost and benefit. I am hopeful this coalition can help identify the solutions around which citizens and political leaders of the greater Baton Rouge region can coalesce, enabling a united front to get key projects done.

As we approach the tenth year since the founding of CPEX, it is impressive to see so many communities embrace planning — increasing regional collaboration that is leading to a multitude of important projects already underway. I am grateful for the talented and hardworking staff we are blessed to have at CPEX, and I am so thankful for the support of our members which makes this work possible.

We could not do it without you.

A handwritten signature in black ink, appearing to read "C. Duany". The signature is fluid and cursive, written over a white background.



EVERY COMMUNITY IN
LOUISIANA

made

EXTRAORDINARY

through

**VISIONARY
PLANNING**

HELPING COMMUNITIES ACROSS THE STATE

CPEX is filling the planning void and empowering residents to shape their community's future.

CPEX continues to work with communities across Louisiana on **planning and implementation efforts** that empower decision-makers to drive wiser choices about growth and cultivate citizen-leaders who are committed to future-focused planning. To help accomplish this, CPEX has also created scalable **tools and resources** that provide a framework for development but can be tailored to fit the community's unique needs — making it easier than ever to achieve smart planning throughout our state.



700+

attendees provided community input on the Baton Rouge Lakes redesign during four separate public meetings

200+

educational workshops on planning-related issues in communities across the state from Lake Charles to Jean Lafitte



1

STREET SMART

NEIGHBORHOOD CONNECTIVITY PLAN
BIG CITY, BATON ROUGE, LA



- 1 | A workshop participant lays tiles that symbolize amenities that could be added to the Baton Rouge Area Foundation's Lakes Master Plan.
- 2 | An improved street design in the Street Smart Neighborhood Plan
- 3 | Gonzales residents provide input on the redesign of their downtown main street.
- 4 | Students from Our Lady of Mercy Catholic School plan their own courtyards during a charrette.
- 5 | *Jena's Vision* plan becoming a reality



CHANGING MINDS THROUGH DESIGN

CPEX helped make streets smarter in several Mid City Baton Rouge neighborhoods.

As an extension of our work in Baton Rouge's Mid City area, CPEX designed the **Street Smart neighborhood demonstration project** to engage residents with temporary Complete Streets infrastructure improvements such as bike lanes, traffic calming measures, landscape buffers and other features to improve safety and connectivity.



3,500 ft.

of temporary bike lanes added during the weekend of October 24-26, 2014

1,000+

residents engaged through social media, volunteering or participation

Eleven

full-scale demonstrations





2

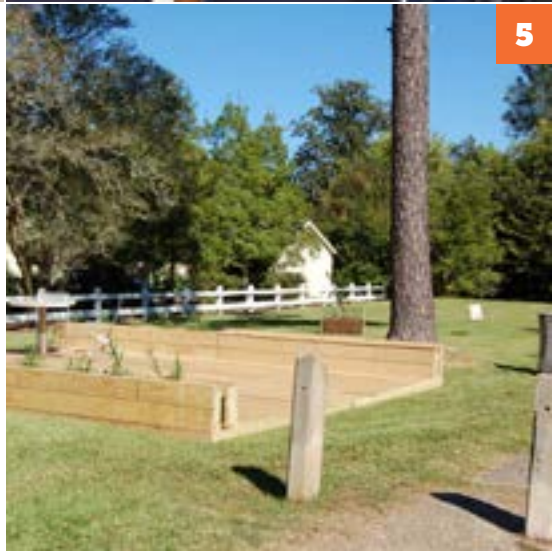


3



4

- 1 | Green bike lanes and simulated street trees line the entrance to Webb Park.
- 2 | Traffic calming measures were installed on various streets in Mid City neighborhoods.
- 3 | A runner uses the newly painted multi-use path.
- 4 | CPEX staff members take a break from installing traffic calming demonstrations.
- 5 | A BREC trailhead demonstration was installed on the neighborhood walking paths.



5

CONNECTING WHAT MATTERS

CPEX is working to connect our region and improve our economic competitiveness.

CPEX's **CONNECT Coalition** had another year of considerable influence — leading the conversation on critical issues like planning for our region's forthcoming energy boom, making our streets safer for all users, and convening and empowering local authorities to advocate for passenger rail that will become a catalyst for economic development.



Seven

parishes signed onto the **Louisiana Super Region Rail Authority**

3 COMPLETE STREETS POLICIES

have been adopted by Louisiana DOTD, New Orleans and Baton Rouge

150+

attendees at the **2014 Boom Without Bust Policy Forum**



**1**

CONNECT hosted the **Boom Without Bust Policy Forum** — a discussion that engaged elected officials, government entities, and business/industry leaders on the critical role of transportation infrastructure to connect people to jobs throughout the Super Region and showcased best practices from Eagle Ford Shale in Texas and the Bakkan Shale in North Dakota.

Working with CPEX and AARP, the Baton Rouge Sustainable Transportation Advisory Committee was instrumental in the unanimous adoption by the Metro Council of a **Complete Streets Policy for East Baton Rouge**, which will result in safer, more walkable streets.

Adoption and implementation of these policies both reflects and accelerates a growing demand for multi-modal transportation and well-connected networks.

CPEX advocated for the successful passage of legislation that requires public transit agency board members to complete **annual professional training requirements**.

The **Louisiana Super Region Rail Authority** has adopted bylaws, developed a charter, elected officers, initiated development of a strategic action plan, and established standing committees: Executive, Funding, Outreach and Station Area Planning. Appointees from 7 member parishes are working together to drive progress towards passenger rail that will connect our Super Region.

**2****3**

- 1 | Presentation at the 2014 “Boom Without Bust” Policy Forum
- 2 | Community stakeholders survey pedestrian/bicycle safety of Siegen Lane.
- 3 | CONNECT and RIDE New Orleans facilitated a community conversation called “Voices for Transportation Choices” focusing on transit priorities.

PLANNING BEYOND THE LEVEE

CPEX published resiliency recommendations continuing our coastal best practices efforts.

To help provide the critical link between state-level decision making and local realities, CPEX authored the ***View from the Coast*** — a document that provides recommendations designed to mitigate flood damage and increase safety for those living along Louisiana's coast.



21

municipalities and parishes
represented in our coastal research

100+

interviews with **elected officials, community leaders and state agency representatives**

800+

responses to the Coastal Community Survey

65

risk-reduction strategies
recommended by CPEX





CPEX collaborated with local and national NGOs to assist with the implementation of the Coastal Protection and Restoration Authority's Master Plan by **providing recommendations and strategies for their Flood Risk and Resilience Program**. CPEX worked with the interview participants and state agencies to refine the recommendations and begin their implementation. This work is funded by the Walton Family Foundation, the Ford Foundation, the Greater New Orleans Foundation, the Kresge Foundation and the Blue Moon Fund.

CPEX assisted Lafourche Parish with the creation of the community's very first Comprehensive Resiliency Plan. The Plan was finalized and adopted by the Parish Council in April 2014 and implementation is ongoing.

- 1 | Prohibitive cost and inconsistent standards are among the most common barriers to home elevation in our coastal communities.
- 2 | CPEX staff members "Go-Bike" across a bridge in Copenhagen to study water management techniques after presenting nonstructural research at the *2014 Deltas in the Time of Climate Change* conference.
- 3 | CPEX is working with fishermen in coastal Louisiana to protect this vital industry.



2014 PUBLICATIONS AND WEBSITES



cpex.org

Our new website tells the story of why planning is so important, illustrates our mission, showcases our capabilities and highlights our rich portfolio of work from the last decade.



connect.cpex.org

Our CONNECT website was redesigned to feature our significant work advocating for improved transportation access to affordable homes, job centers and equitable economic opportunity.



coastal.cpex.org

Our coastal website is the clearinghouse for all of the resources and information about our advocacy for coastal planning – to mitigate flood risks and to safeguard those critically unique communities.



landusetoolkit.cpex.org

The centerpiece of our community planning, the Louisiana Land Use Toolkit website has been updated to help elected officials and planners tailor a sound land use strategy for their town, city or parish.



summit.cpex.org

The new online home of the Louisiana Smart Growth Summit features the videos and presentations from past Summits as well as information about this year's 10th anniversary!



Boom Without Bust: Connecting the Super Region to Equitable and Sustainable Prosperity

This report summarizes the proceedings of the 2014 CONNECT “Boom Without Bust” Policy Forum. Supplemented with research and best practices for equitable regional development, it also includes recommendations for next steps.



The View from the Coast

These recommendations — based on exhaustive research and interviews — are intended to enable existing state and federal programs to be more responsive to community needs and better serve local decision makers in their efforts to mitigate flood damage and increase safety for those living along Louisiana’s working coast.



Street Smart Neighborhood Plan

This report provides community leaders and residents with a master plan for bike, pedestrian, and traffic calming recommendations for Mid City, as well as strategies to help implement the recommendations. It features vision and goals, detailed street designs, funding sources and implementation strategies.



Old South Baton Rouge Implementation Plan

In partnership with the Arts Council of Greater Baton Rouge and funded by JP Morgan Chase, the National Endowment for the Arts and the Kresge Foundation, this plan engaged neighborhood residents, creative professionals and community leaders, and helped build awareness, identity and a sense of place throughout Old South Baton Rouge.

“You can have the
tallest buildings,
the **greenest** parks,
or the **broadest**
boulevards. But it’s
all for nothing if it’s
not focused on the
people who live
there.”

MAYOR A.C. WHARTON, Jr.

Mayor of Memphis, Tennessee
at the 2014 Louisiana Smart Growth Summit

Our strong financial position is a result of a diversified business model that includes mission-driven consulting revenue, restricted program grant funding, event proceeds and membership support.

Our annual membership campaign included:

175 members

with almost 75% of members returning and 48 new members

In 2014, our programs were supported by the following grantors:

Blue Moon Fund

The Ford Foundation

Greater New Orleans Foundation

JPMorgan Chase Foundation

The Kresge Foundation

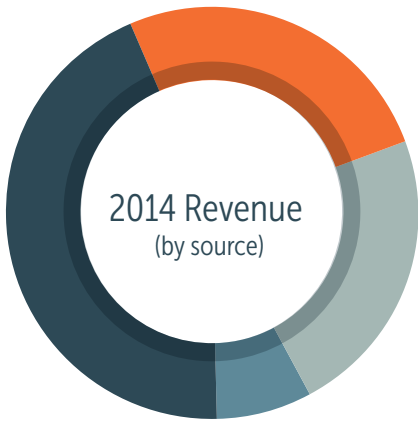
**Louisiana Office of Community Development:
Disaster Recovery Unit**

Greater Baton Rouge Association of REALTORS®

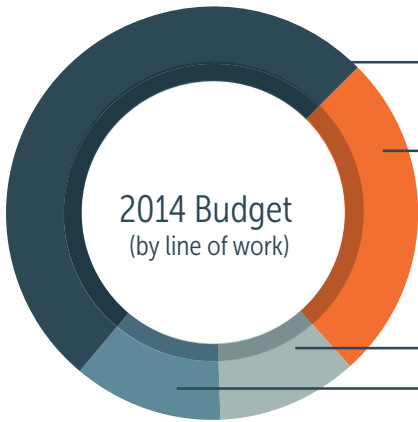
National Association of REALTORS®

Smart Growth America

The Walton Family Foundation



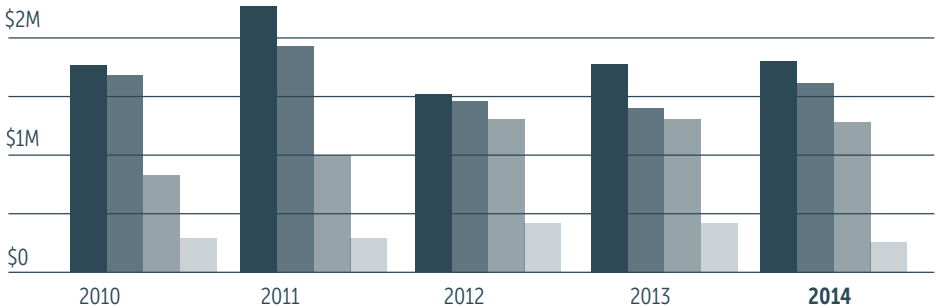
Program-restricted Grants	44%
Membership	26%
Consulting	23%
Event Fees	7%



- Planning + Implementation
- Membership funds enable us to provide the creative vision needed to administer our three lines of work and to drive visionary change in communities throughout the state.
- Communication + Outreach
- Policy + Advocacy

Revenue, Expenses, Assets and Liabilities

■ Operating Revenue ■ Operating Expenses ■ Assets ■ Liabilities



* 2014 operating revenue and expenses figures are unaudited.

“We need to **seize**
our opportunities,
plan for the
future and **target**
our investments
to **position** us
for sustained
prosperity.”

STEPHEN MORET

Secretary of Louisiana Economic Development (fmr.)
at the 2014 CONNECT Policy Forum

Vision Members

LEVEL TWO: \$25,000+

Lane Grigsby

Cordell and Ava Haymon

L'Auberge Casino & Hotel Baton Rouge

Irene W. and C.B. Pennington Foundation

Dee Dee Reilly

LEVEL ONE: \$10,000+

Jim and Laura Bailey

Baton Rouge Area Foundation

Roberta A. Guillory

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

Manship Media:

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

John and Virginia Noland

Mike Worley, Worley Companies

Joanna Wurtele

Leadership Members

LEVEL TWO: \$5,000+

Blue Cross and Blue Shield of Louisiana

John G Turner and Jerry G Fischer

Sean and Jennifer Eplett Reilly

SGS Petroleum Service Corporation

Stantec Consulting Services

Denis Taylor, Audubon Companies

John A. Thomas and Elizabeth "Boo" Thomas Family Fund

LEVEL ONE: \$2,500+

Baton Rouge Coca-Cola Bottling Company

Janet Boles

J. Terrell and Mary Kay Brown

Business First Bank

Capital Area Finance Authority

Capital One Bank

Douglass Stewart Coleman

CSRS, Inc.

Ferris Engineering & Surveying, L.L.C.

Donna D. Fraiche, Baker Donelson

HNTB Corporation

Jones Walker LLP

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

Republic Finance, LLC

Beth and James Ruiz

Stonehenge Capital Company, LLC

Stone Pigman Walther Wittmann L.L.C.

Town of Jena

Whitney Bank

WHLC Architecture

Foundation Members

LEVEL THREE: \$1,000+

AARP Louisiana

Baton Rouge General Medical Center

Beverly and Dudley Coates

Commercial Properties Realty Trust

Cox Communications

Linda and John Davies

Alice and Bob Greer

Cathy Coates and Brian Hales

John and Susan Kelliher

Kracke Consulting

Lafayette Consolidated Government

LCTA Workers' Comp

The Lemoine Company, LLC

Patrick J. Mascarella

Andrew T. McMains

Roger and Marcia Moser

Hermann "Buck" Moyse, III, Moyse Family Foundation

Jay and Elizabeth Noland

Phelps Dunbar LLP

River View Development, LLC

Cary Saurage, Alma Lee and H. N. Saurage, Jr. Fund

Craig and Lynne Smith

Starmount Life/AlwaysCare Benefits

St. Charles Parish

Steve and Martha Strohschein

Anne and Andy Thomas

Dann and Janet Thomasson

Woman's Hospital

Jeff and Ansley Zehnder

LEVEL TWO: \$500+

AECOM

Bardwell Land & Development Co. LLC

Burk-Kleinpeter, Inc.

Janet Tharp and Clif Coffey

Coleman Partners Architects, LLC

Crompton International

John and Marty Engquist

Forum 35

Richard Gibbs and Randy Harelson

Mark Kantrow

Kevin and Debbie Knobloch

Latter & Blum Property Management

Jeannine and Tim Lomax

LUBA Workers' Comp

Suzanne and Mike Mestayer

Neel-Schaffer, Inc.

Nanette Noland, The Powell Group, LLC

Provident Resources Group Inc.

Susan Turner and Scott Purdin

Douglas Reed of Reed Hilderbrand, LLC

Ritter Maher Architects

Hank and Laurie Saurage

Josef Sternberg Memorial Fund

Mike Sullivan, Looney Ricks Kiss/LRK

Webb Park Civic Association

LEVEL ONE: \$250+

Glenn and Jennifer Angelle/Angelle Architects
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Benchmark Group, L.L.C.
Lance Bennett
Ken Best, J-K Best Co., Inc.
Brenda and Warren Birkett
Bofinger's Tree Service LLC
Hannis T. Bourgeois, LLP
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Bradley-Blewster & Associates
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John and Beth Brantley
Stephen C. Braud
BREC Foundation
Camille Manning-Broome and Devin Broome
Mr. Robert and Dr. Gypsye Bryan
Burns & Co., Inc. REALTORS
John K. Carpenter
Annah and Pat Cave
Cazayoux Ewing Law Firm
Renee Chatelain, Manship Theatre
Citizens Bank & Trust Co.
Charles H. and Peggy D. Coates, Jr.
Thomas and Debbie Cotten
John L. Daniel
Rachel and Michael DiResto
Yolanda and Jimmy Dixon
Duany Plater-Zyberk & Co., LLC
Frank Duke, City-Parish Planning Commission
Jim and Becky Ellis
Eliza Eugene
Execute Now!
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LA 1 Coalition
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Newton Landscape Group, Inc.
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WTAA Engineers
Z Aesthetic Dermatology

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What makes a great place? Is it roads? The buildings? The lack of buildings? Is it the language? Maybe the food? Is it the businesses? Or the sights and sounds?

Great places have a plan.

We plan for our **communities**. We plan for the **coast**. We plan to **get around**. We plan our **neighborhoods**. We plan for the **unexpected**. We plan for the **future**.

But, the question is why?

Because a good plan can give us much more than renewed physical spaces. **Resilience. Strength. Prosperity. Pride. Health. Security. Innovation. Identity.**

Plans take time to grow.

And, that's okay. Because, truthfully, the plan outcomes are not meant for us. **We plan so that future generations will enjoy a life better than the one we live.**

Our plans leave a legacy.

Long after this generation is gone, we will be remembered by the **vision** we demonstrated, the **plans** we crafted and the **commitment** we forged together.

Add your voice to ours.

FOR A MORE
LIVABLE LOUISIANA
THROUGH VISIONARY
PLANNING

CPEX.org