

Connected and Ready to Compete

The Role Coordinated Regional Planning in the
Economic Future of Baton Rouge and
New Orleans Super-Region



Rachel DiResto
Executive Vice President

Planning and Implementation

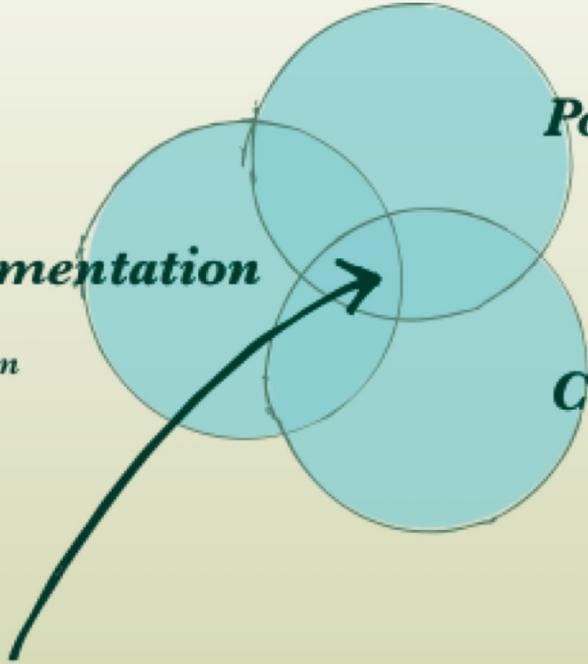
(offering technical and process expertise to set communities on a course for prosperity)

Policy and Advocacy

(creating a political and legal environment that enables safer, smarter and stronger growth)

Communication and Outreach

(nurturing a culture of sustainable growth and smart investment)



***a brighter future
for Louisiana***



- Initiative of CPEX
- Coalition of private and public entities promoting a Super - Regional Transportation System

CONNECT advocates for expanded mobility choices throughout the New Orleans to Baton Rouge metro region that offer improved access to affordable homes, job centers and equitable economic opportunity.



Steering Committee Members

**Baton Rouge Advocates for Safe Streets
Transport for NOLA**

Providence Community Housing

Greater New Orleans Housing Alliance

New Orleans Neighborhood Development Collaborative

Louisiana Association of Nonprofit Organizations

Greater New Orleans Community Data Center

Louisiana Realtors Association

Baton Rouge Area Chamber

AARP

Baton Rouge Area Foundation

Greater New Orleans Foundation

University of New Orleans

Louisiana Housing Alliance

Louisiana Disaster Recovery Foundation

PICO/WIN/MICAH Project

Greater New Orleans Urban League

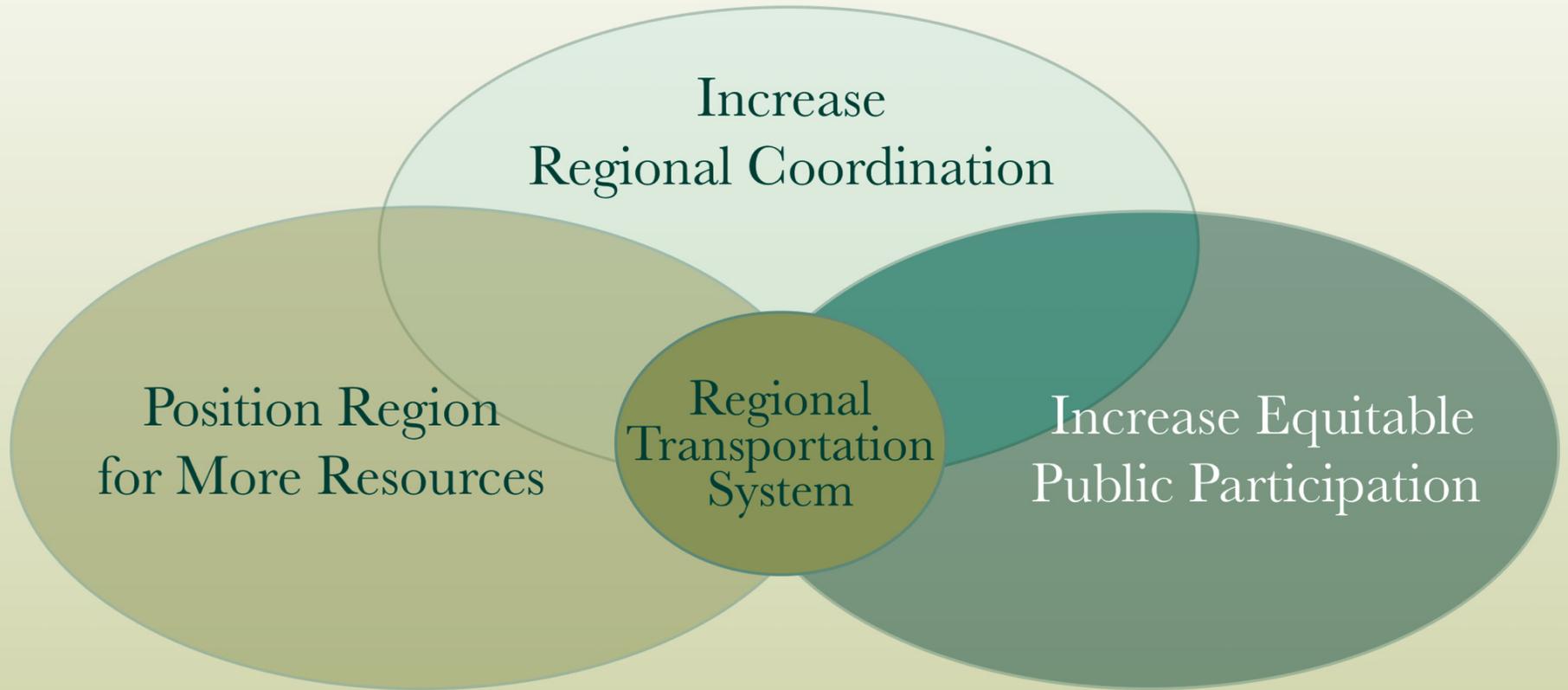
Norman Francis, Xavier University

Raymond Jetson, Star Hill Church

Center for Community Progress

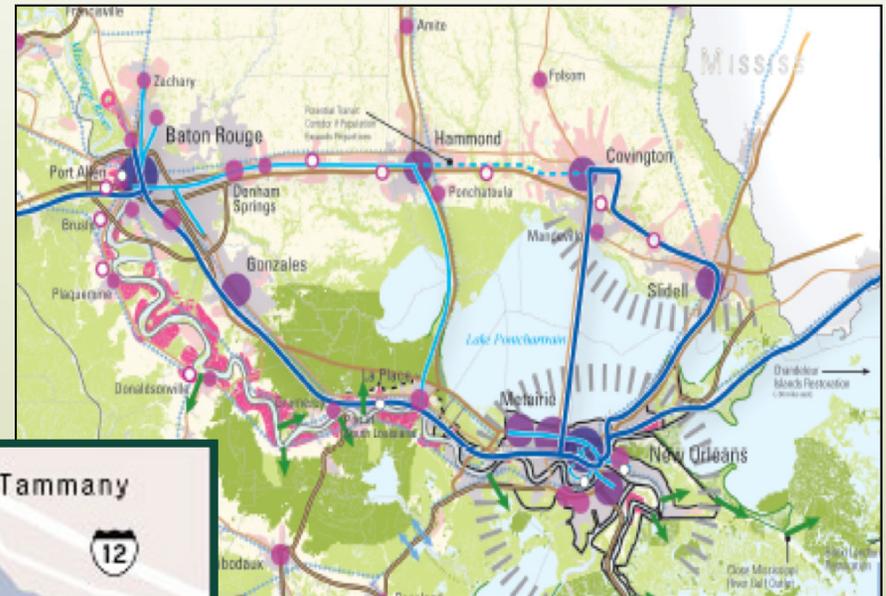
New Orleans Neighborhood Partnership Network

CONNECT Overarching Goals

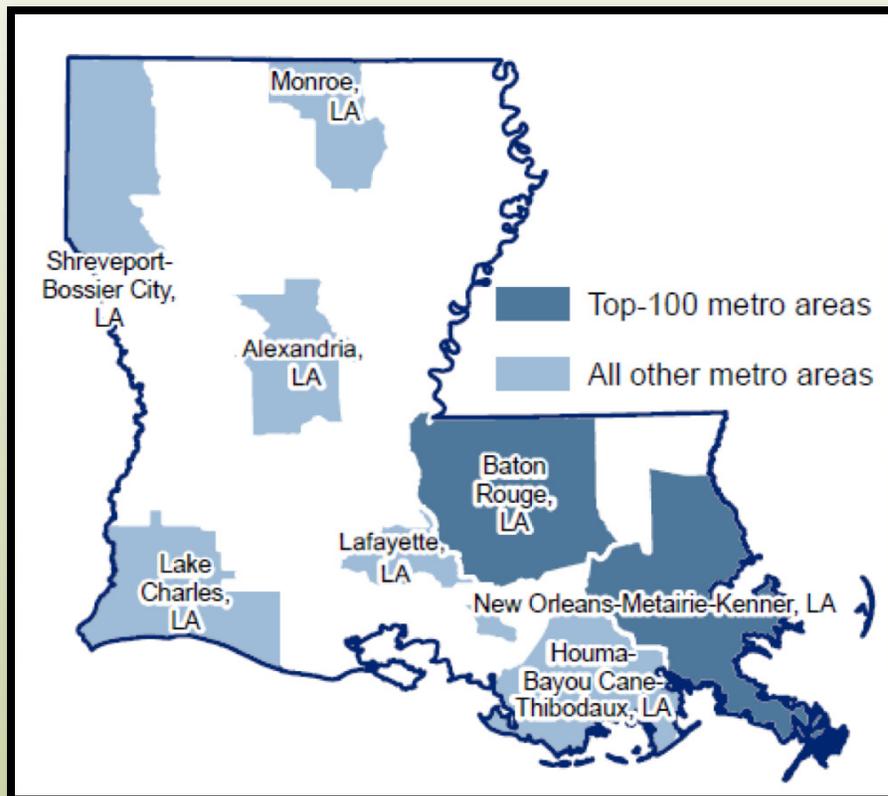


Background

- Connecting region is top priority of Louisiana Speaks Regional Plan
- National momentum for funding rail
- Feasibility study by DOTD



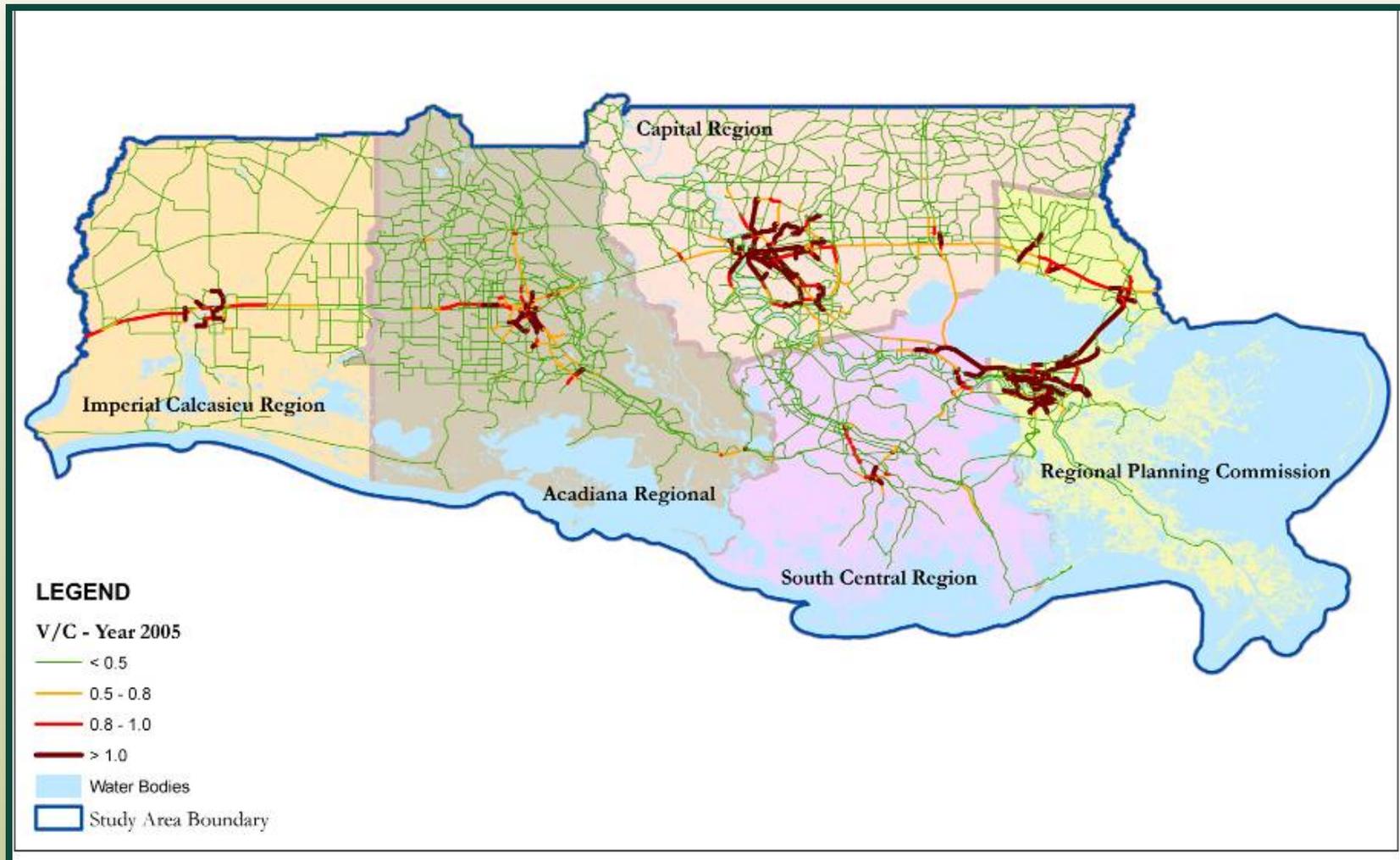
Making the Case



- BR-NO are the two largest metros in La.
- **45% Population**
- **48% Jobs**
- **53% Gross Domestic Product**

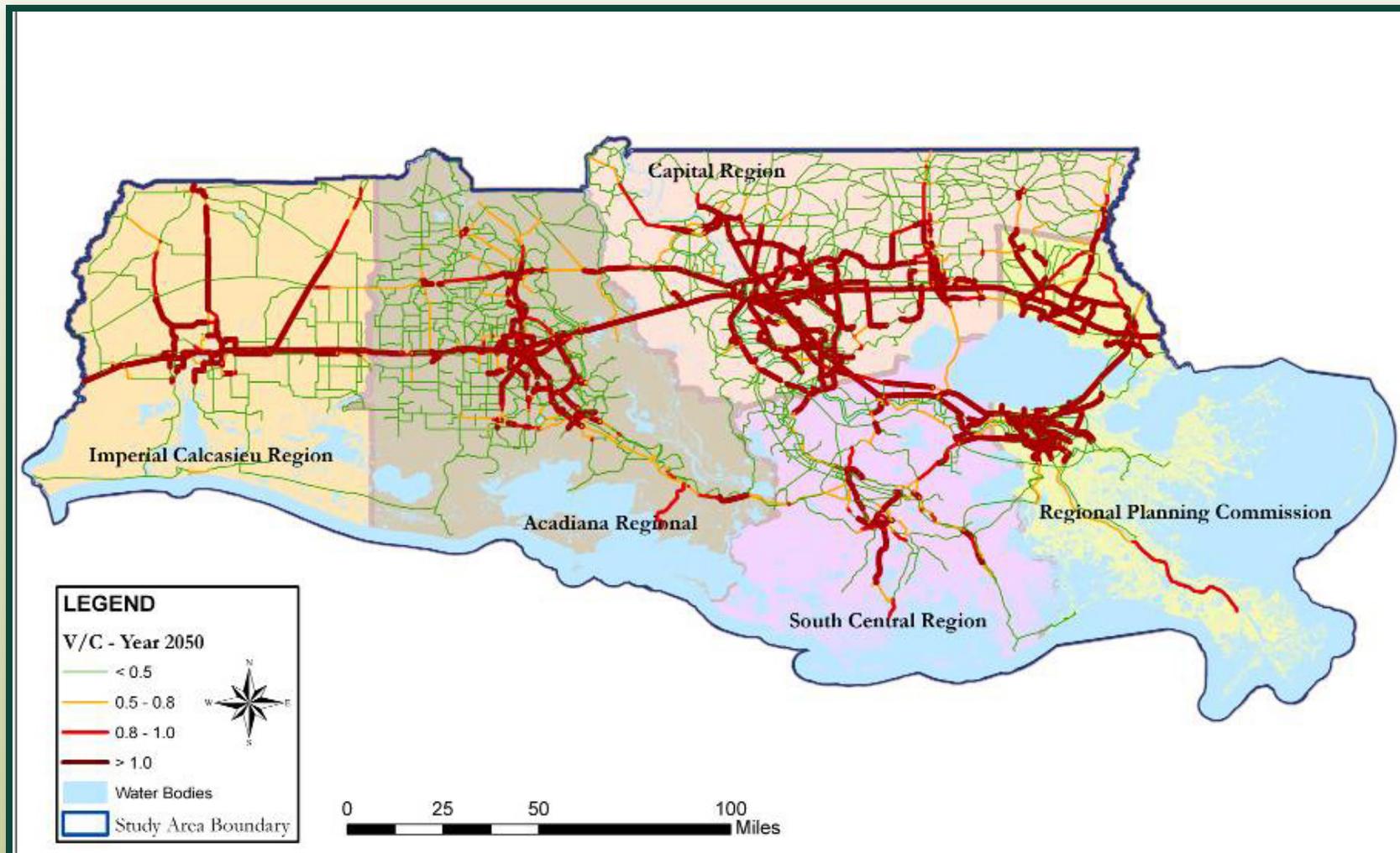
Making the Case

Current traffic patterns

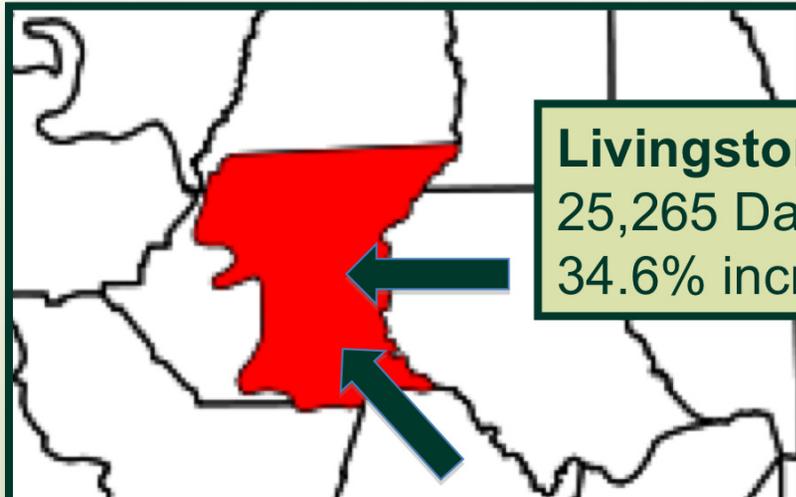


Making the Case

By 2050, over 21% of roads in this study area will be congested



Making the Case



Livingston Parish:
25,265 Daily Work Trips
34.6% increase since 2000

Ascension Parish:
15,753 Daily Work Trips
31.1% increase since
2000



Into Orleans Parish:
37, 517 commuters

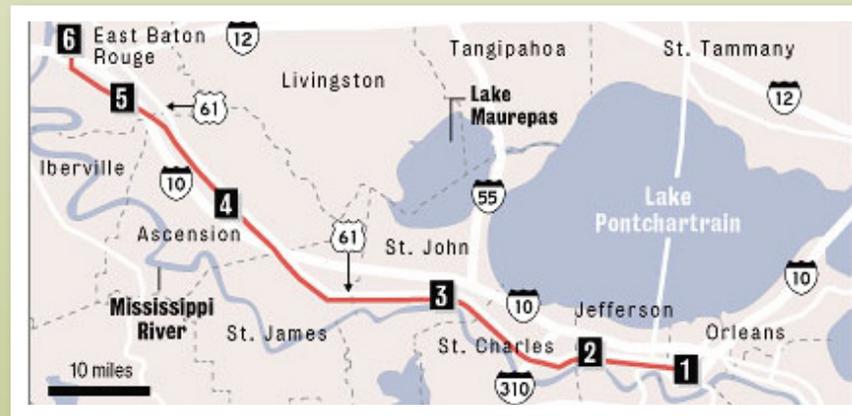
Creating a Vision

- Well connected network across the region
- Better integration of land use, transportation and housing policies and practices
- Investment in transportation choices and transit oriented communities to create economic advantage



Creating Resources: Regional Poll

- National Association of Realtors in conjunction with Center for Planning Excellence (CPEX)
- September 2010
- 800 residents surveyed via telephone
- Ascension, East Baton Rouge, Jefferson, Orleans, St. Charles, St. James, and St. John the Baptist Parishes



Poll's Findings: Walkability

Walking is Desirable:

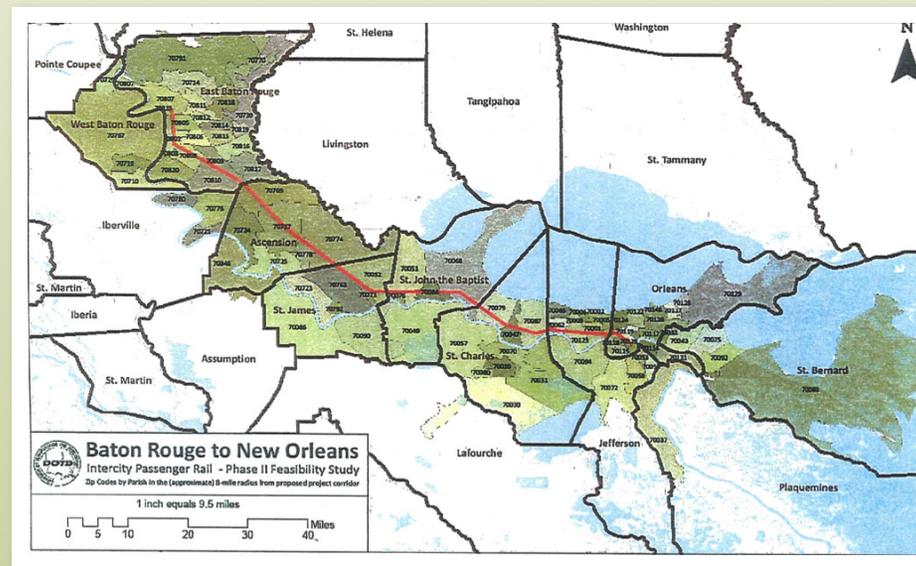
78% say it is important to live in neighborhoods with sidewalks for easy access to work or friends.



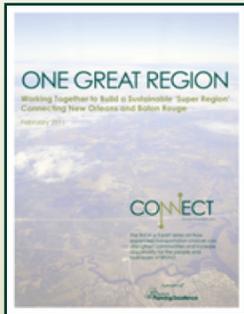
Poll's Findings: Passenger Rail

Are We Ready for Rail?

75% along the Baton Rouge/New Orleans corridor favor passenger rail connecting the two metro areas



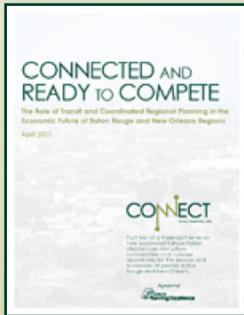
Creating Resources: Policy Briefs



One Great Region

February 2011

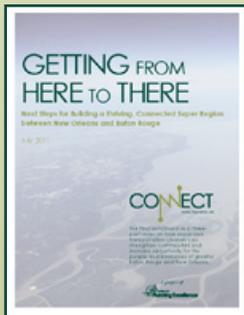
Working Together to Build a Sustainable “Super-Region”
Connecting New Orleans and Baton Rouge



Connected and Ready to Compete

April 2011

The Role of Transit and Coordinated Regional Planning in the
Economic Future of Baton Rouge and New Orleans Regions

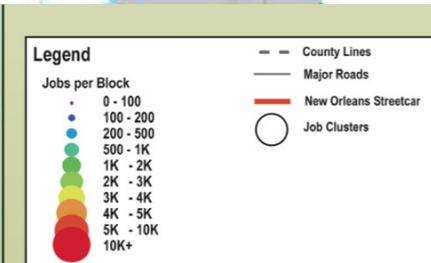
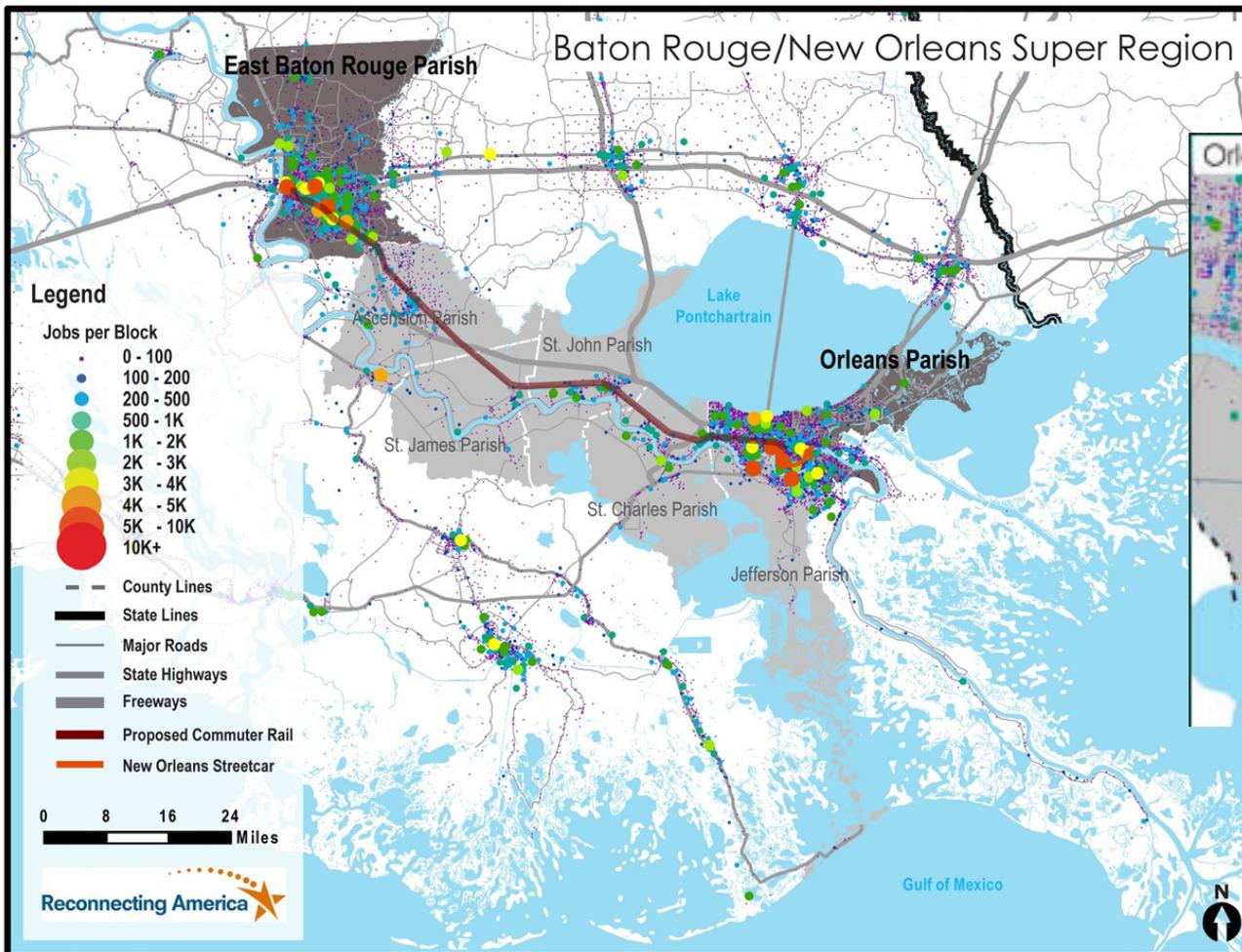


Getting From Here to There

July 2011

Next Steps for Building a Thriving, Connected Super Region
between New Orleans and Baton Rouge

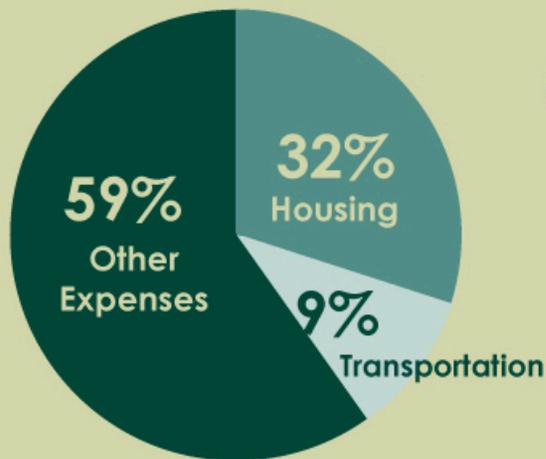
Policy Briefs: Job Centers



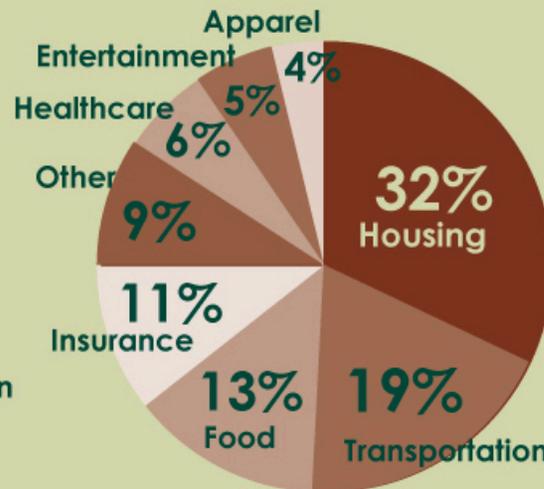
Policy Briefs: Transit Oriented Development

Estimated Household Expenditures
in Three Locations with the Same Cost of Housing⁷

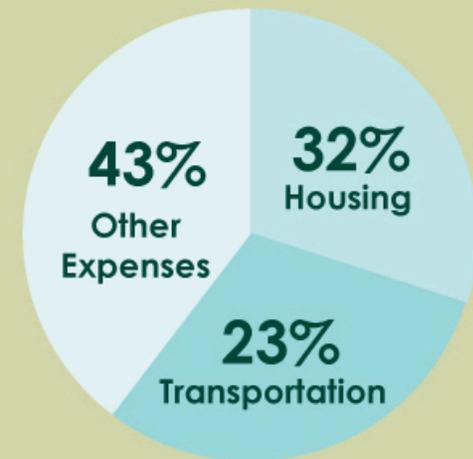
*Transit Rich
Neighborhood*



*Average
American Family*



*Auto Depdent
Neighborhood*



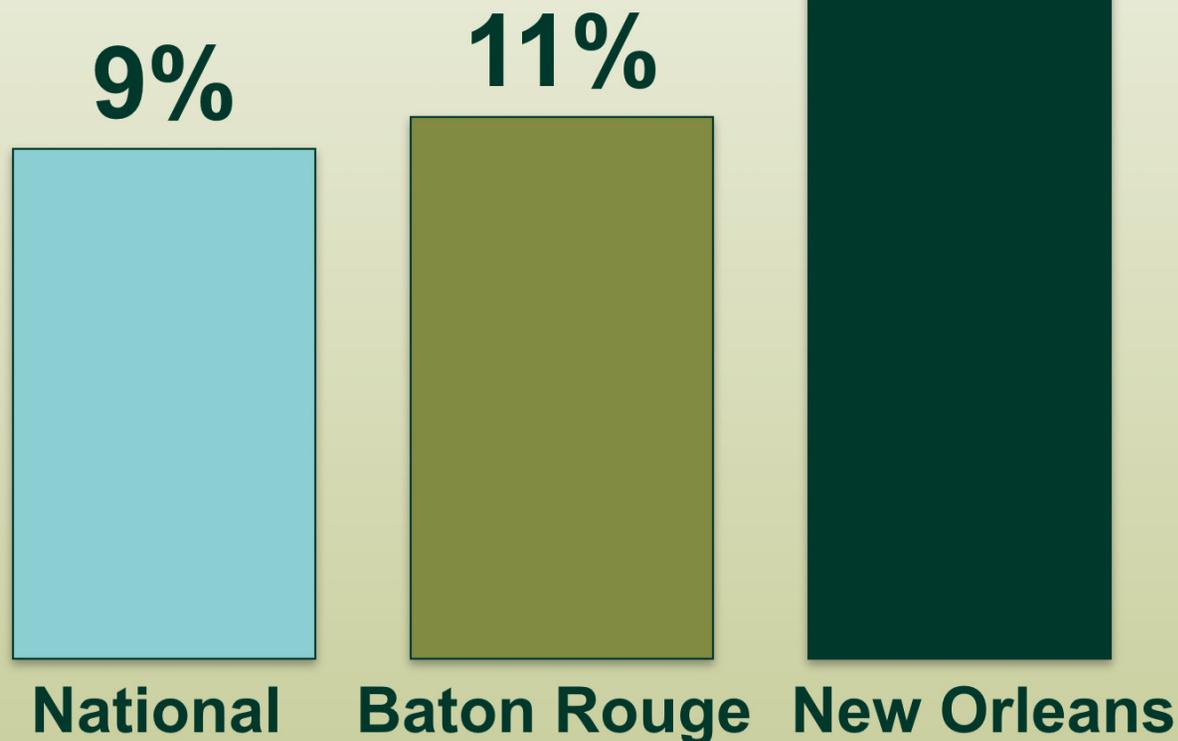
Policy Briefs: Transportation Costs

Annual Cost of Car Ownership per Household⁶

| | |
|-------------|---------|
| Baton Rouge | \$8,436 |
| New Orleans | \$7,040 |

Policy Briefs: Transportation Costs

Household's With No
Vehicle Availability

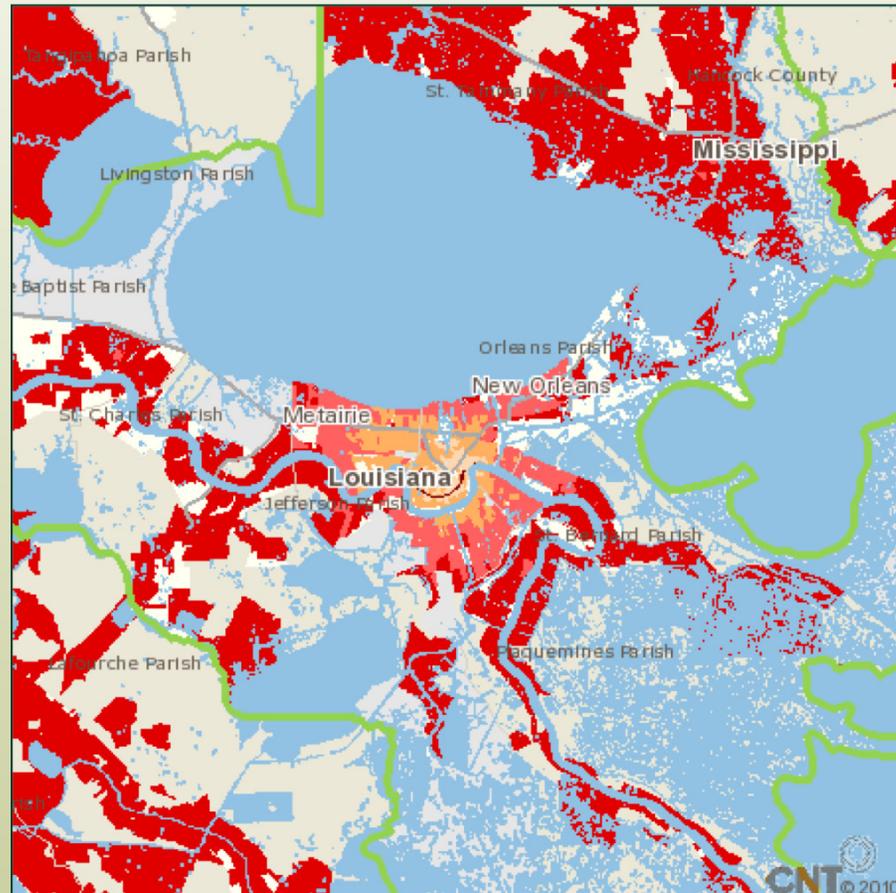


Policy Briefs: Transportation Costs

Gas Expenditures



2000



2008

Policy Briefs: Transportation Costs

**-\$898
MILLION LOST**

Potential Impact

- **In Dallas, studies show property values increased 39% around DART lines**
- **\$185 million private sector investment along newly-announced Loyola Streetcar extension, over \$1.3 billion within 3 blocks of streetcar line**
- **A \$10 million investment in public transportation results in a \$30 million gain in sales for local businesses**
- **Every dollar that U.S. taxpayers invest in public transportation generates \$6 or more in economic returns**

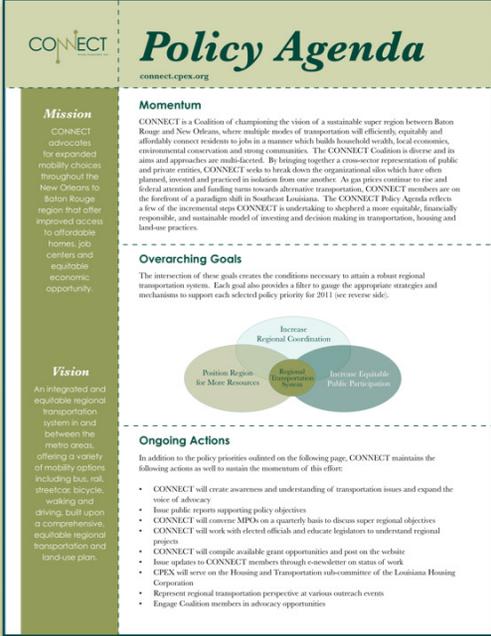
Creating Advocates: Policy Agenda

1) Support stronger transit component in DOTD transportation plan update

2) Adopt Complete Streets policies

3) Support better coordination of paratransit services

4) Support formation of Rail Compact



CONNECT
connect.cpes.org

Policy Agenda

Mission
CONNECT advocates for expanded mobility choices throughout the New Orleans to Baton Rouge region that offer improved access to affordable homes, job centers and equitable economic opportunity.

Vision
An integrated and equitable regional transportation system in and between the metro area, offering a variety of mobility options including bus, rail, streetcar, bicycle, walking and driving, built upon a comprehensive, equitable regional transportation and land use plan.

Momentum
CONNECT is a Coalition of championing the vision of a sustainable super region between Baton Rouge and New Orleans, where multiple modes of transportation will efficiently, equitably and affordably connect residents to jobs in a manner which builds household wealth, local economies, environmental conservation and strong communities. The CONNECT Coalition is diverse and its aims and approaches are multi-faceted. By bringing together a cross-sector representation of public and private entities, CONNECT seeks to break down the organizational silos which have often planned, invested and practiced in isolation from one another. As gas prices continue to rise and federal attention and funding wane towards alternative transportation, CONNECT members are on the forefront of a paradigm shift in Southeast Louisiana. The CONNECT Policy Agenda reflects a few of the incremental steps CONNECT is undertaking to develop a more equitable, financially responsible, and sustainable model of investing and decision making in transportation, housing and land-use practices.

Overarching Goals
The intersection of these goals creates the conditions necessary to attain a robust regional transportation system. Each goal also provides a filter to gauge the appropriate strategies and mechanisms to support each selected policy priority for 2011 (see reverse side).



Ongoing Actions
In addition to the policy priorities outlined on the following page, CONNECT maintains the following actions as well to sustain the momentum of this effort:

- CONNECT will create awareness and understanding of transportation issues and expand the voice of advocacy
- Issue public reports supporting policy objectives
- CONNECT will convene MPOs on a quarterly basis to discuss super regional objectives
- CONNECT will work with elected officials and educate legislators to understand regional projects
- CONNECT will compile available grant opportunities and post on the website
- Issue updates to CONNECT members through e-newsletter on status of work
- CPES will serve on the Housing and Transportation sub-committee of the Louisiana Housing Corporation
- Represent regional transportation perspective at various outreach events
- Engage Coalition members in advocacy opportunities

Creating Advocates: Policy Forum

- July 2011 hosted federal, state, regional and local transportation officials
- Featured presentations by:
 - ReConnecting America
 - Louisiana Department of Transportation and Development
 - Federal Highway Administration
 - Capital Region Planning Commission
 - New Orleans Regional Planning Commission
 - South Central Planning and Development Commission
 - New Orleans Regional Transit Agency
 - Baton Rouge CATS
 - City of New Orleans
 - City of Baton Rouge



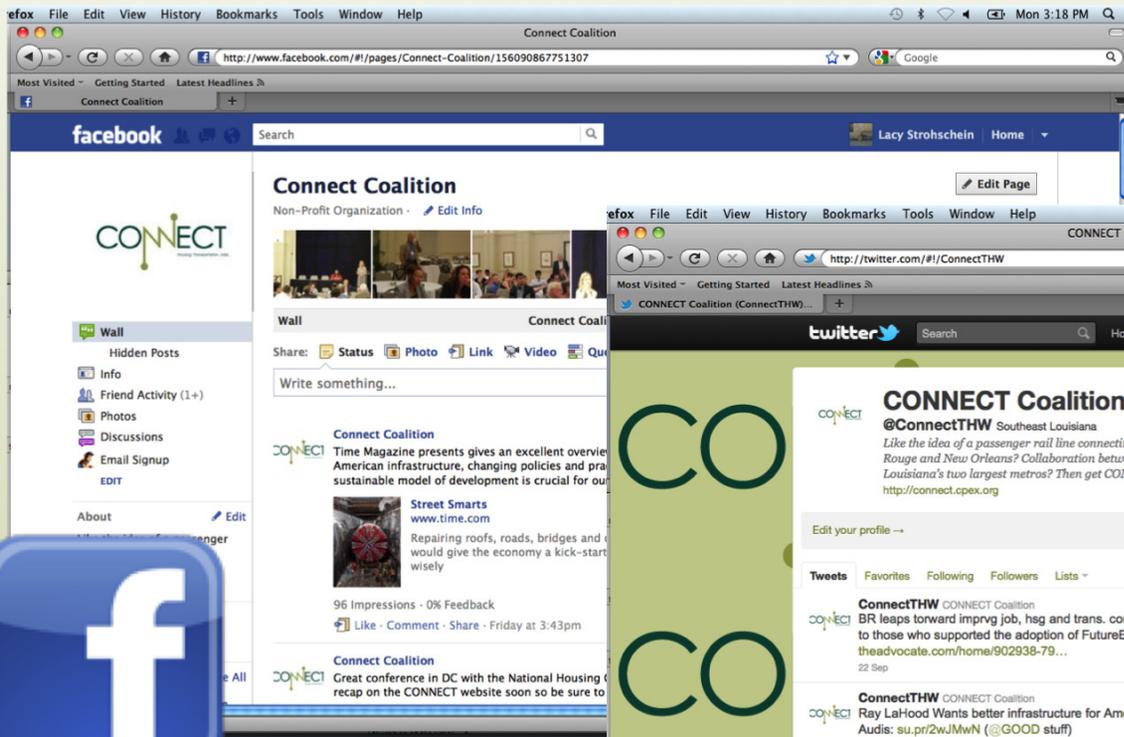
Creating Advocates: Smart Growth Summit

Transportation Sessions:

- CONNECT With Us
- Campaigning for Successful Transit: Transit Advocacy
- Aging in Urbanism
- Getting on Board with TOD (Transit Oriented Development)
- Complete Streets



Maintaining Advocates: Website / Social Media



Maintaining Advocates: E-Newsletter



CONNECT Progress

- Bringing focus to super-regional issues
- Informing plans and policies
- Building leadership capacity and increasing advocacy for transit and transportation connectivity
- Public Opinion Poll
- Complete Streets – policies adopted at State and local levels
- Bringing new research and resources
- Creating more accountability for how transportation investments are made

Get CONNECTed

CONNECT | CONNECT advocates for expanded mobility choices throughout the New Orleans to Baton Rouge region that offer improved access to affordable homes, job centers and equita...

http://connect.cpex.org/

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CONNECT | CONNECT advocates f...

CONNECT advocates for expanded mobility choices throughout the New Orleans to Baton Rouge region that offer improved access to affordable homes, job centers and equitable economic opportunity.

CONNECT

Housing. Transportation. Jobs.

Jobs:

Work available for a pool of talent. Jobs and workers are best served, nurtured, and grown by connecting residences to opportunities through smart transportation investment, addressing the existing workforce and creating space for new talent to emerge and grow.

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Biking in New Orleans

Posted on January 10, 2011 by jstroschein



Image of St. Claude bike lane and biker from NOLA.com

If you build it they will come, according to a recent report by Tulane University. The study shows a 57% increase in the number of cyclist on St. Claude Avenue six months after creating dedicated bike lanes. With Louisiana ranking 8th highest in national adult obesity in 2009, and 7th highest for overweight youths – according to a report by the Trust for America’s Health and the Robert Wood Johnson Foundation – the built environment plays a crucial role in promoting healthy, active lifestyles for all ages. So in addition to offering a progressive, affordable and fun mobility option to residents, bike lanes are giving New Orleanians a way to keep their

gumbo, daiquiri and po-boy consumption in balance—laissez les bons temps rouler

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A project of

Done

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