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

Position Region for More Resources
Regional Transportation System
Increase Equitable Public Participation
Increase Regional Coordination
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

LEGEND
V/C - Year 2005
- < 0.5
- 0.5 - 0.8
- 0.8 - 1.0
- > 1.0

Water Bodies
Study Area Boundary
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: Community

PEOPLE
NEIGHBORS
NEIGHBORHOOD
COMMUNITY
GOOD
SAFE
CRIME
CLOSE
SMALL
LOCATION
STORES
REALLY
NICELY
PEACEFUL
LOW
SCHOOLS
CITY
TOWN
GREAT
SYSTEM
PRETTY
CONVENIENCE
FRIENDLY
QUIT
ALSO
LIVE
FAMILY
NEIGHBOR
THINGS
EVERYTHING
EVERYBODY
EVERYONE
FACT
INVOLVEMENT
CUSTOM
ATMOSPHERE
ENVIRONMENT
SHOPPING
BETTER
CLEAN
QUIET
NOTHING
THING
ONE
GET
JOB
CHILDREN
LOCAL
POLICE
FRIEND
BEST
TOGETHER
LOOKING
KNOW
NEED
FACTOR
LESS
GOOD
EA
IN
POSITIVE
ON
EVERYTHING
NEIGHBOR
NEIGHBOR
FAMILY
LIVE
ALSO
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 Housing

- Transit Rich Neighborhood: 59% Other Expenses, 32% Housing, 9% Transportation
- Average American Family: 43% Other Expenses, 32% Housing, 19% Transportation, 13% Food, 11% Insurance, 6% Healthcare, 5% Entertainment, 4% Apparel
- Auto Dependent Neighborhood: 32% Housing, 23% Transportation
## Policy Briefs: Transportation Costs

### Annual Cost of Car Ownership per Household

<table>
<thead>
<tr>
<th>Location</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baton Rouge</td>
<td>$8,436</td>
</tr>
<tr>
<td>New Orleans</td>
<td>$7,040</td>
</tr>
</tbody>
</table>
Policy Briefs: Transportation Costs

Household’s With **No** Vehicle Availability

- National: 9%
- Baton Rouge: 11%
- New Orleans: 20%
Policy Briefs: Transportation Costs

Gas Expenditures

- > $3600
- $1800-2700
- $2700-3600
- $900-1800

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
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

Hold our leaders accountable! The Partnership for Sustainable Communities is facing immediate threats from Congressional budget cuts. This unprecedented federal collaboration between the US Department of Housing and Urban Development (HUD), Department of Transportation (DOT) and Environmental Protection Agency (EPA) represents the kind of funding and decision making CONNECT hopes to see implemented on all levels of government. The Partnership not only funds proactive, sustainable solutions to infrastructure challenges, but it does so in a more financially efficient way than traditional government investments.
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

http://connect.cpepx.org/

Biking in New Orleans

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 cyclists 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, daquiri and po-boy consumption in balance—laissez les bons temps rouler.