

# Connected and Ready to Compete

Connecting the Super-Region of  
Baton Rouge and New Orleans



Rachel DiResto  
Executive Vice-President



- Initiative of Center for Planning Excellence
- Coalition of private and public entities promoting enhanced 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**

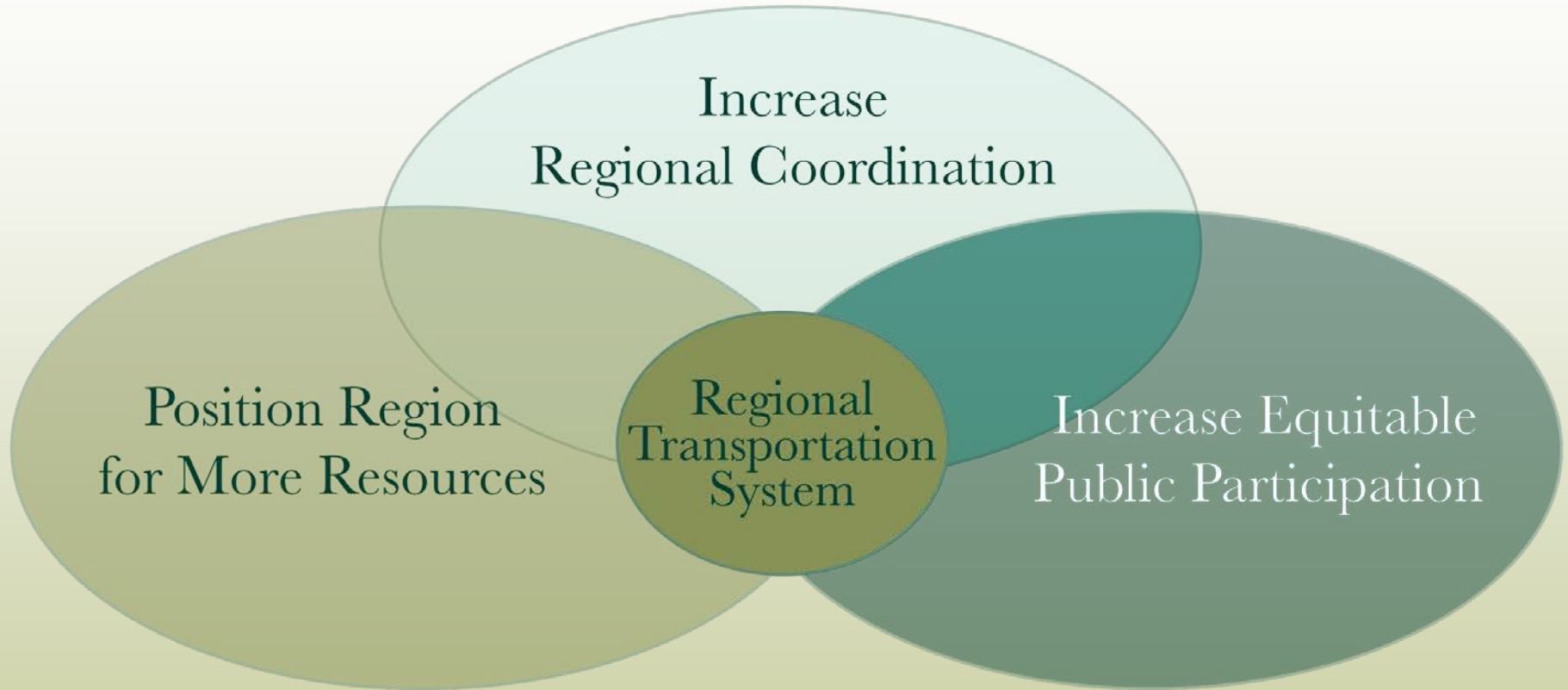
**Norman Francis, Xavier University**

**Raymond Jetson, Star Hill Church**

**Center for Community Progress**

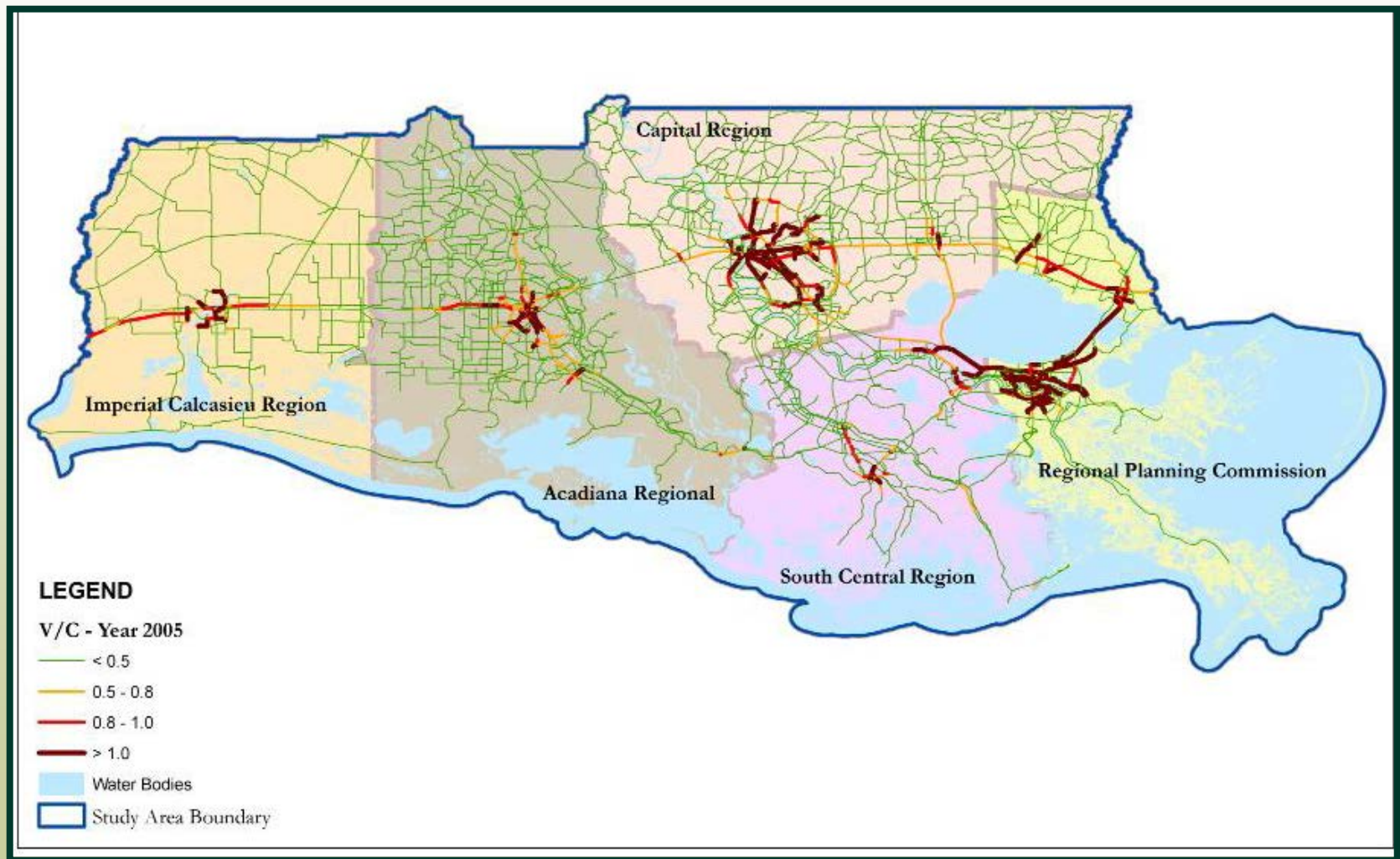
**New Orleans Neighborhood Partnership Network**

# Overarching Goals



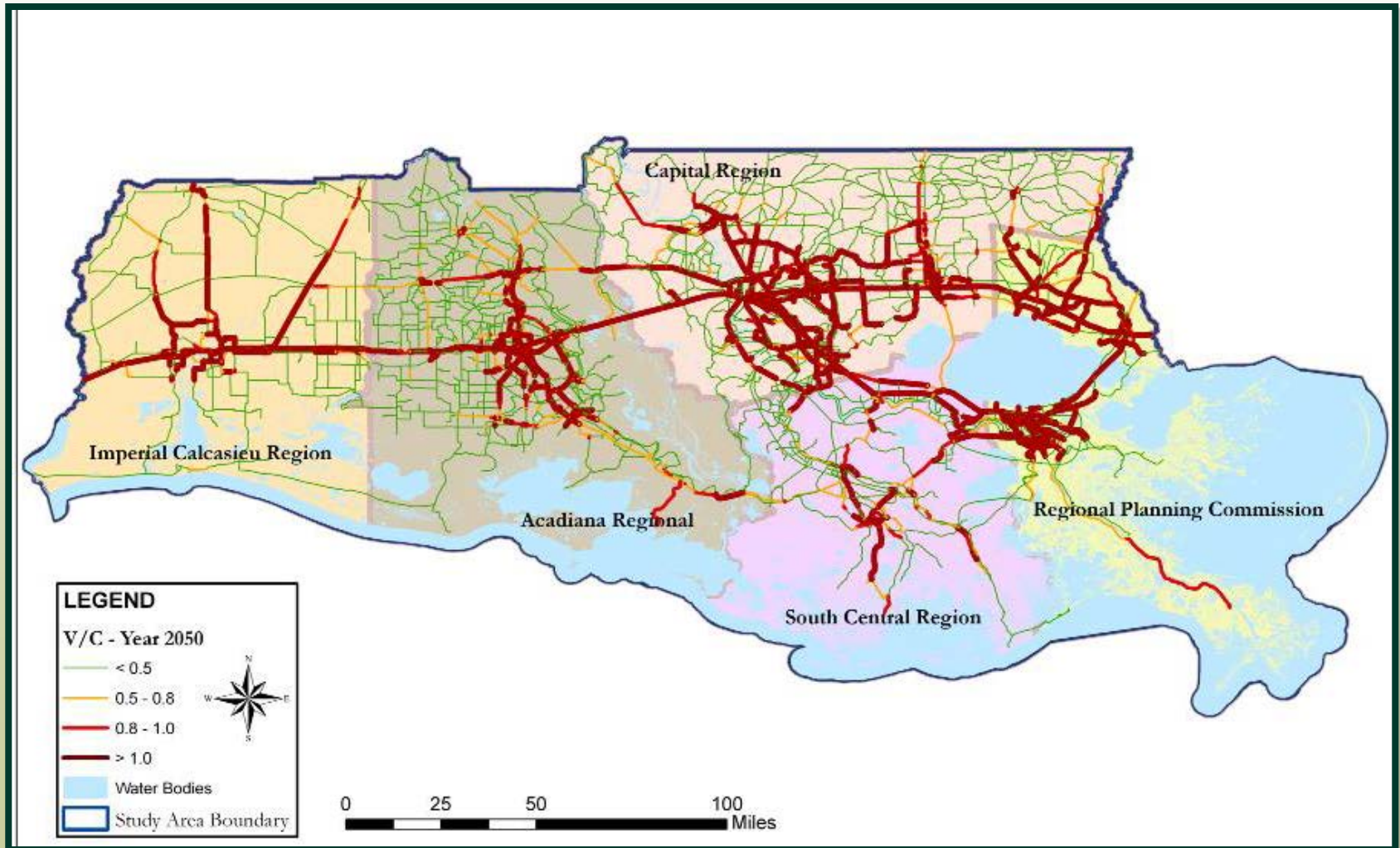
# Need Mobility Options

Current traffic patterns



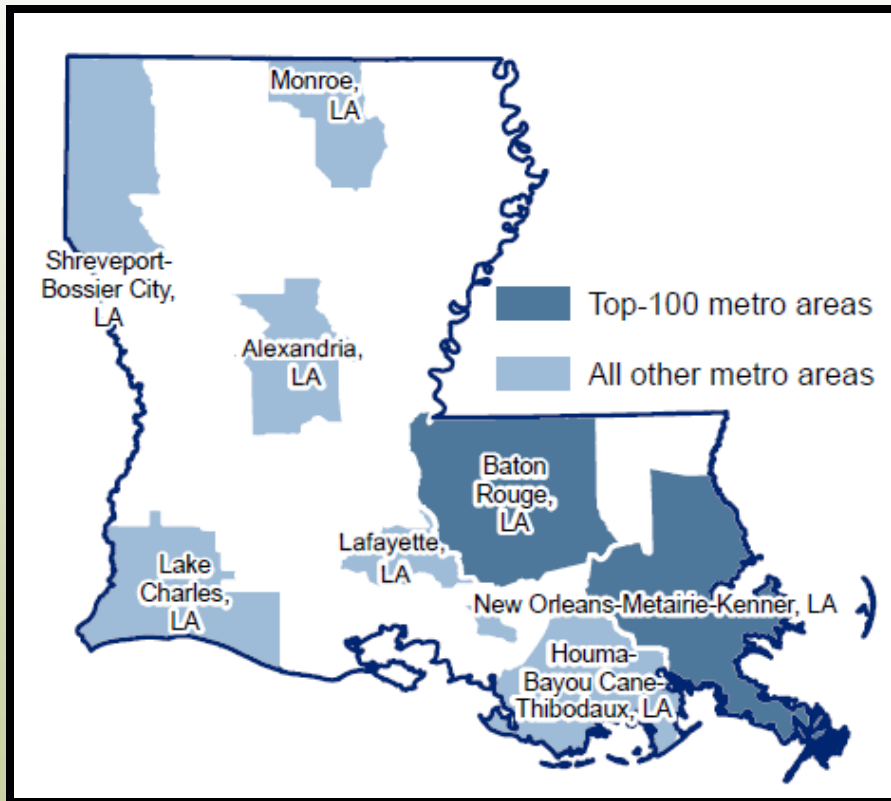
# Need Mobility Options

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



# Super Region

## Connected Region = Competitive Region



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

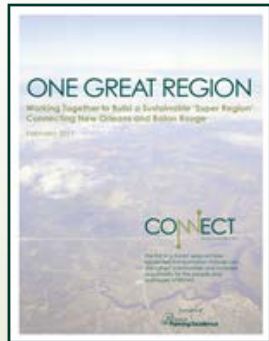
# Vision for the Region

- 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





# CONNECT 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



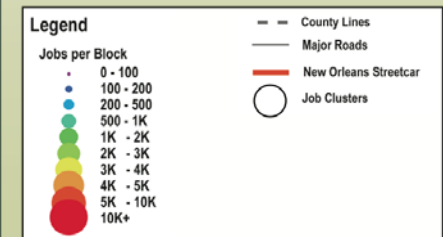
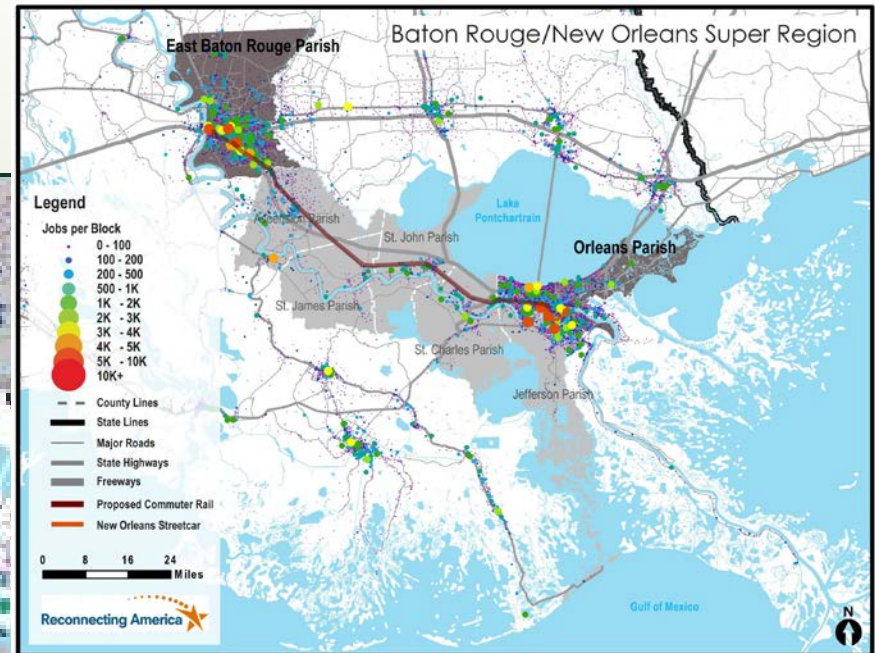
## **Getting From Here to There**

*July 2011*

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

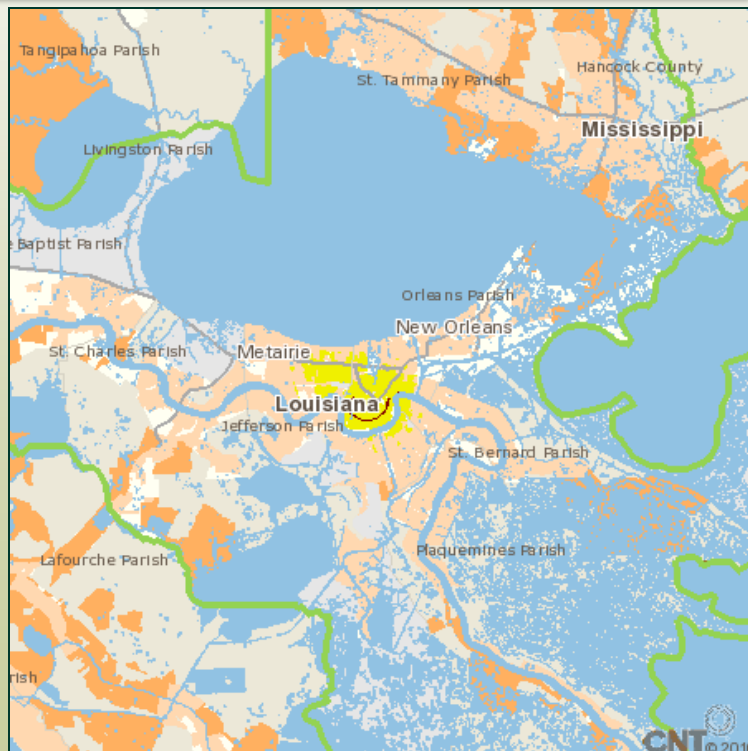
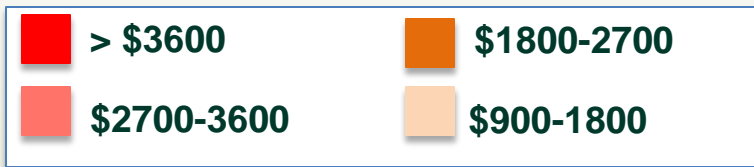
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## Job Centers

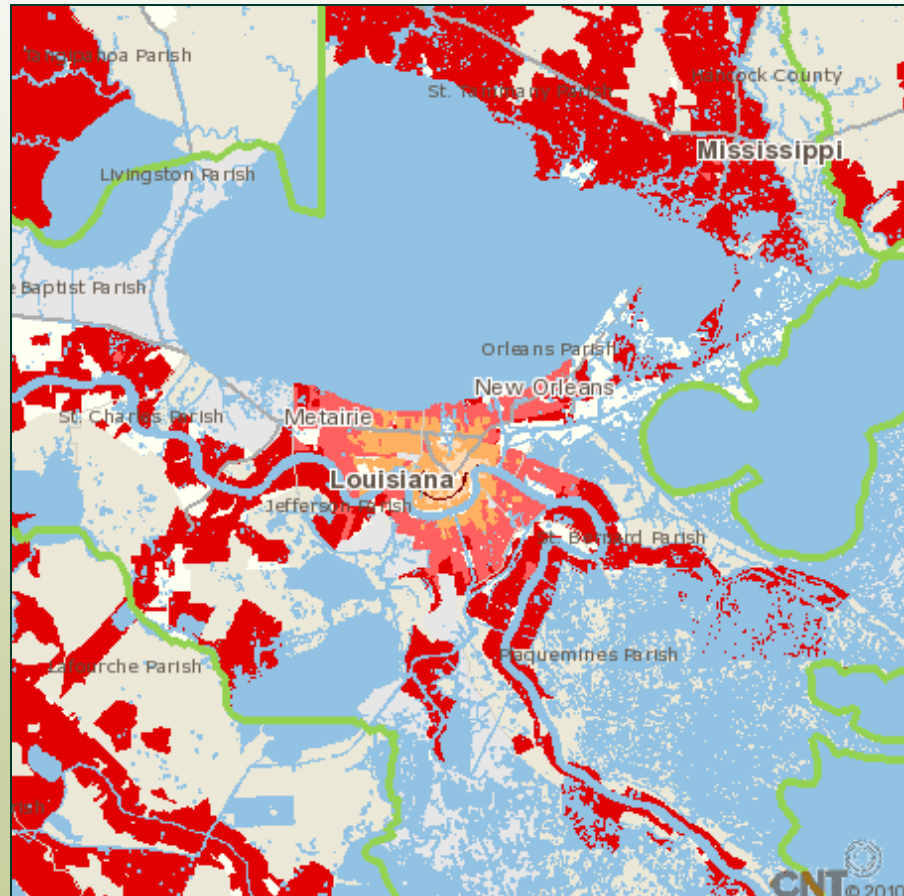


# Connected and Ready to Compete

## Gas Expenditures



2000

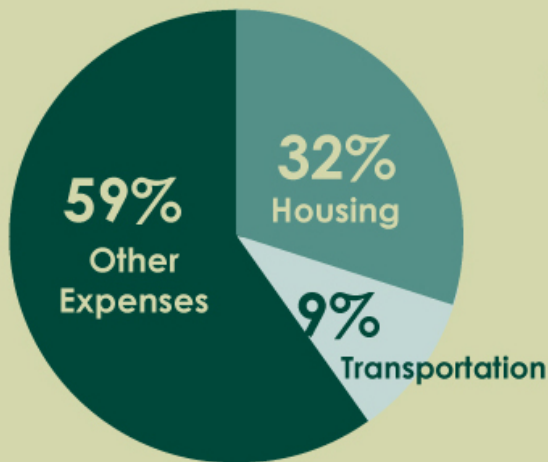


2008

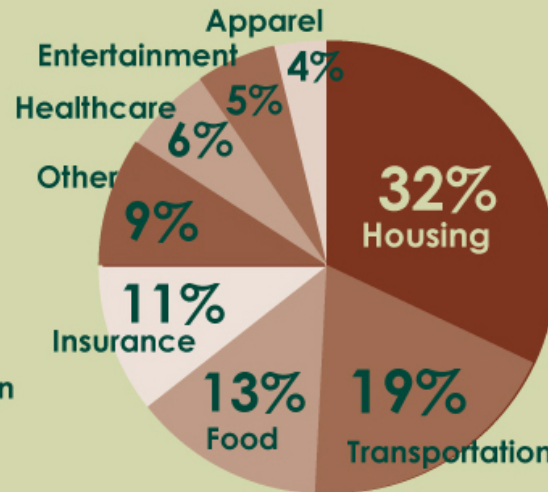
# Transit Oriented Development

## Estimated Household Expenditures in Three Locations with the Same Cost of Housing<sup>7</sup>

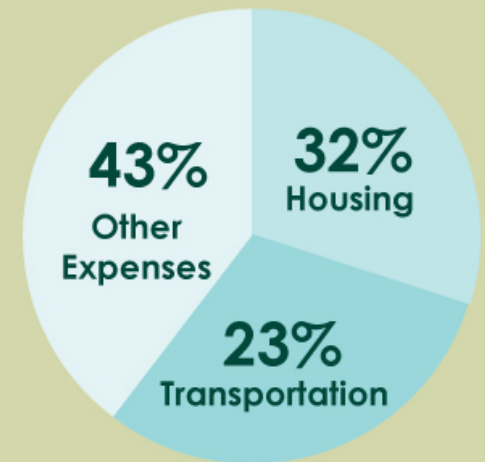
*Transit Rich  
Neighborhood*



*Average  
American Family*



*Auto Depdent  
Neighborhood*



# Connected and Ready to Compete

**- \$898**

**MILLION LOST**



# **CONNECT Policy Priorities**

Housing. Transportation. Jobs.

- 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**
- 5) Support transit expansion in metro areas**

# **CONNECT** Progress

Housing. Transportation. Jobs.

- **Bringing focus to super-regional issues**
- **Informing plans and policies with new research and resources**
- **Building leadership capacity and increasing advocacy for transit**
- **Complete Streets – policies adopted at State and local levels**
- **CONNECT Policy Forum – July 21**
- **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.cplex.org/

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 lstrohschein



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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- Come Together, Right Now, Over CATS
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- What would you do...

A project of

connect.cplex.org



# For more information

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