

LOUISIANA SPEAKS

Our Voice. Our Plan. Our Future.



Regional Visioning Update

February 2007

Outreach Campaign

- Three week campaign: concluded Feb. 10th
- Engage citizens on a range of issues including: community growth, transportation, coastal protection and economic development
- Supported by private funds raised through the LRA Support Foundation



Engaging Citizens Across South LA

- 500,000 LA Speaks newsletters distributed



**LOUISIANA SPEAKS
REGIONAL VISION**

How can we all be safer from storms?
How can we have better jobs and housing?
The time to decide is now.

WHAT IT IS
Louisiana Speaks is your chance to make your voice heard—to speak up, weigh in and help decide the future of South Louisiana.

WHY IT'S REGIONAL
Because many of the things that matter most cross parish lines: levees and wetlands, highways, railways and waterways. Economies and jobs.

WHY IT MATTERS
This Regional Vision will allow Louisiana to speak to decision makers with one voice. Local, state and federal agencies, including the Louisiana Recovery Authority, will use it to help set policy and spending priorities.

www.LouisianaSpeaks.org

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Engaging Citizens Across South LA

- 500 print, radio and TV paid advertisements



When I grow up

- I want mass transit options.
- I want protection for our wetlands.
- I want stronger levees.
- I want good job opportunities.
- I want a better Louisiana.

I need **YOU** to speak up.

The choices we make today will shape South Louisiana for generations. Right now, you have the once-in-a-lifetime opportunity to voice your opinion on choices that will shape the future of our region. Everyone wants the best for South Louisiana. This is your chance to make it happen, so speak up.

LEARN MORE. WEIGH IN. MAKE A DIFFERENCE.

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A LOUISIANA COMMUNITY PLANNING BOARD OF THE LRA

To weigh in on your vision for Louisiana, call Louisiana Speaks at **1-888-PLAN-2050** or visit **www.LouisianaSpeaks.org**

This ad was paid for with private funds by the Louisiana Recovery Authority Support Foundation.

Engaging Citizens Across South LA

- 204 community polling stations established through public libraries & coffee shops



Engaging Citizens Across South LA

- 100 public meetings held with citizens, community leaders & elected officials
- Direct citizen-to-citizen engagement



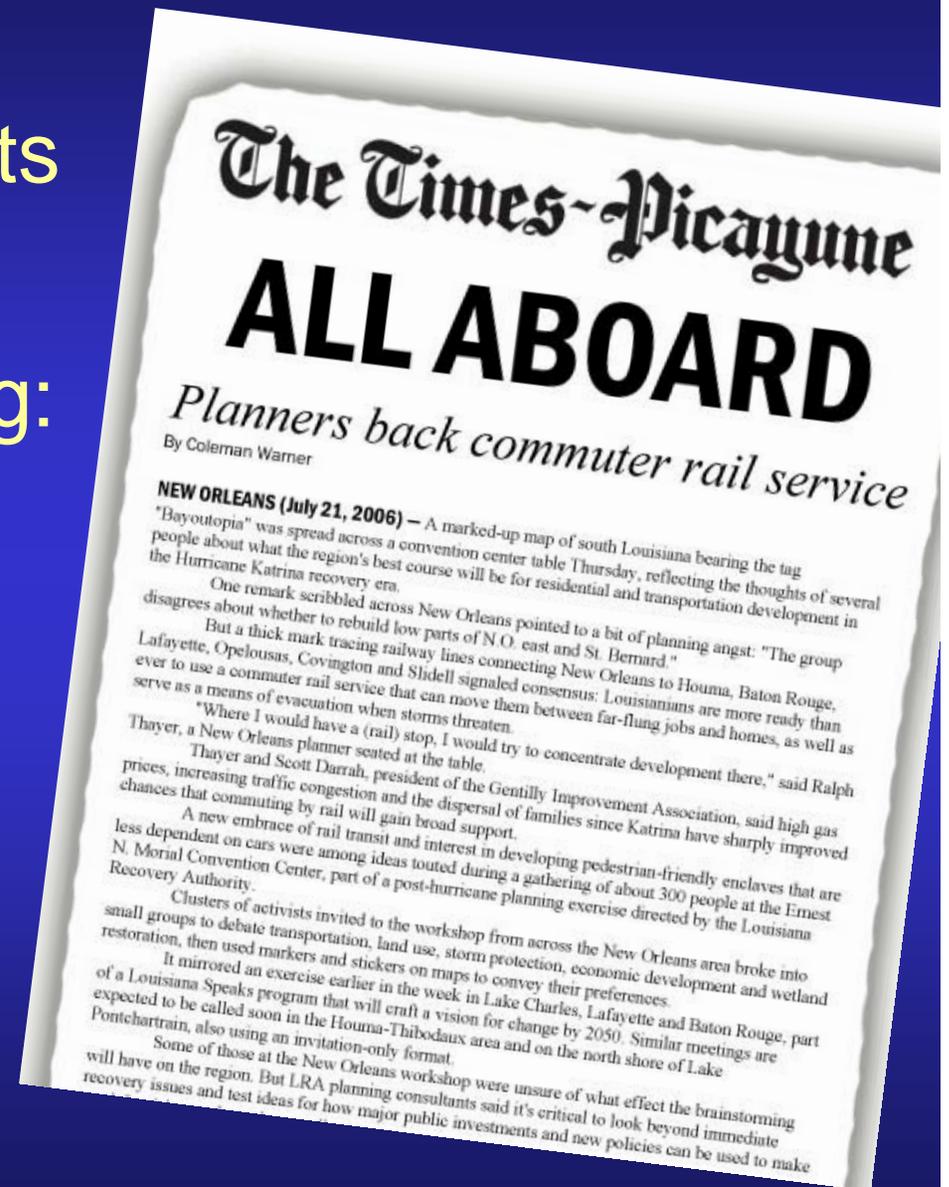
Engaging Citizens Across South LA

- 50 broadcasts of the one-hour TV special, including multiple broadcasts in Houston, Dallas & Atlanta
- 1 million e-mails sent by LA Speaks and supporting businesses, churches, and community organizations



Engaging Citizens Across South LA

- Editorial endorsements from 5 major daily newspapers, including:
 - Times Picayune
 - Daily Advertiser
 - American Press
 - Daily Comet
 - Houma Courier



Engaging Citizens Across South LA

- Public school curriculum project created for all students in K-12 public schools and circulated through LPB's teacher network



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