

# Process Update and Overview

**LOUISIANA SPEAKS**  
Our Voice. Our Plan. Our Future.

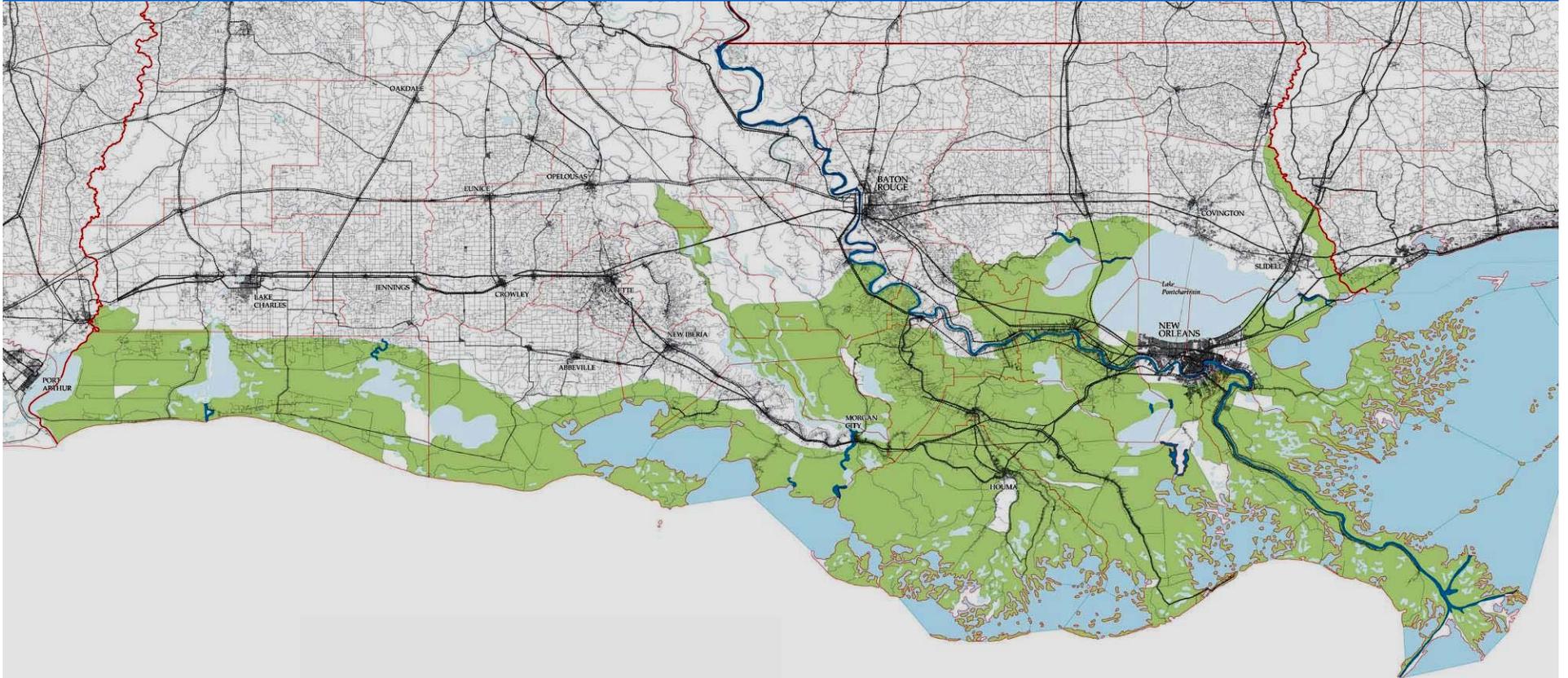


# What is Needed

**A Solution  
For Louisiana  
By Louisianans**

**LOUISIANA SPEAKS**  
**Our Voice. Our Plan. Our Future.**

# This is **Coast-Wide** and **Long-Term** Recovery and Growth Effort



Engage Citizens in Issues Associated with Coast-Wide, Long-Term Growth  
**Restoration & Protection**  
**Regional Growth & Transportation**  
**Sustained Economic Growth**

# Overlapping Phases and Activities



Jan                      Mar                      Jun                      Sep                      Dec                      Mar

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**Base Conditions and Technical Input (Jan 06 – June 06)**



**Outreach and Public Input (Jan 06 – Jan/Feb 07)**

Scenarios Outreach



Launch

Workshops

**Scenarios Development**



**Outreach**



**Vision and Strategies (Dec 06 – Spring 07)**



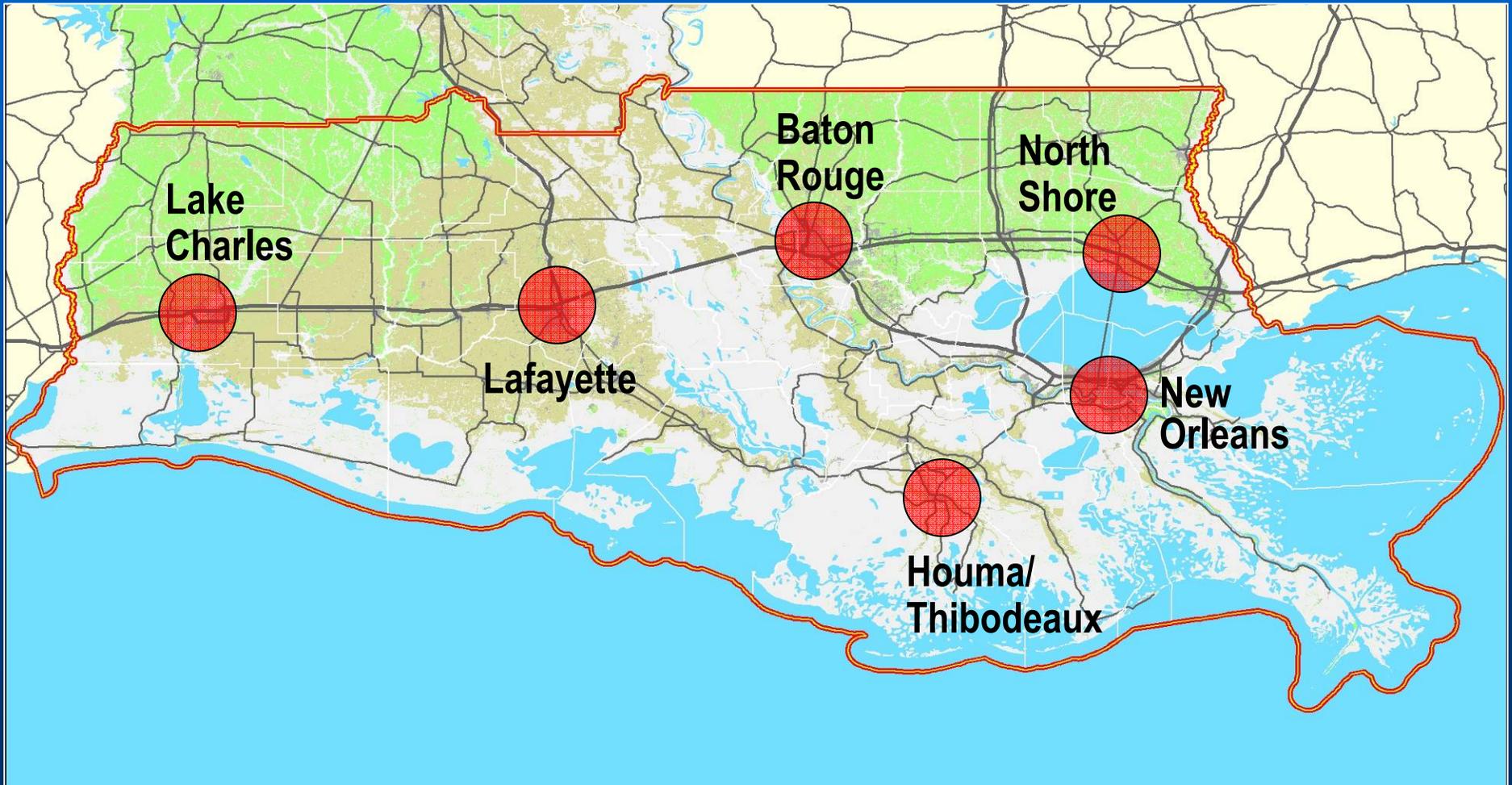
# Addressing Challenges - Stakeholder Workshops



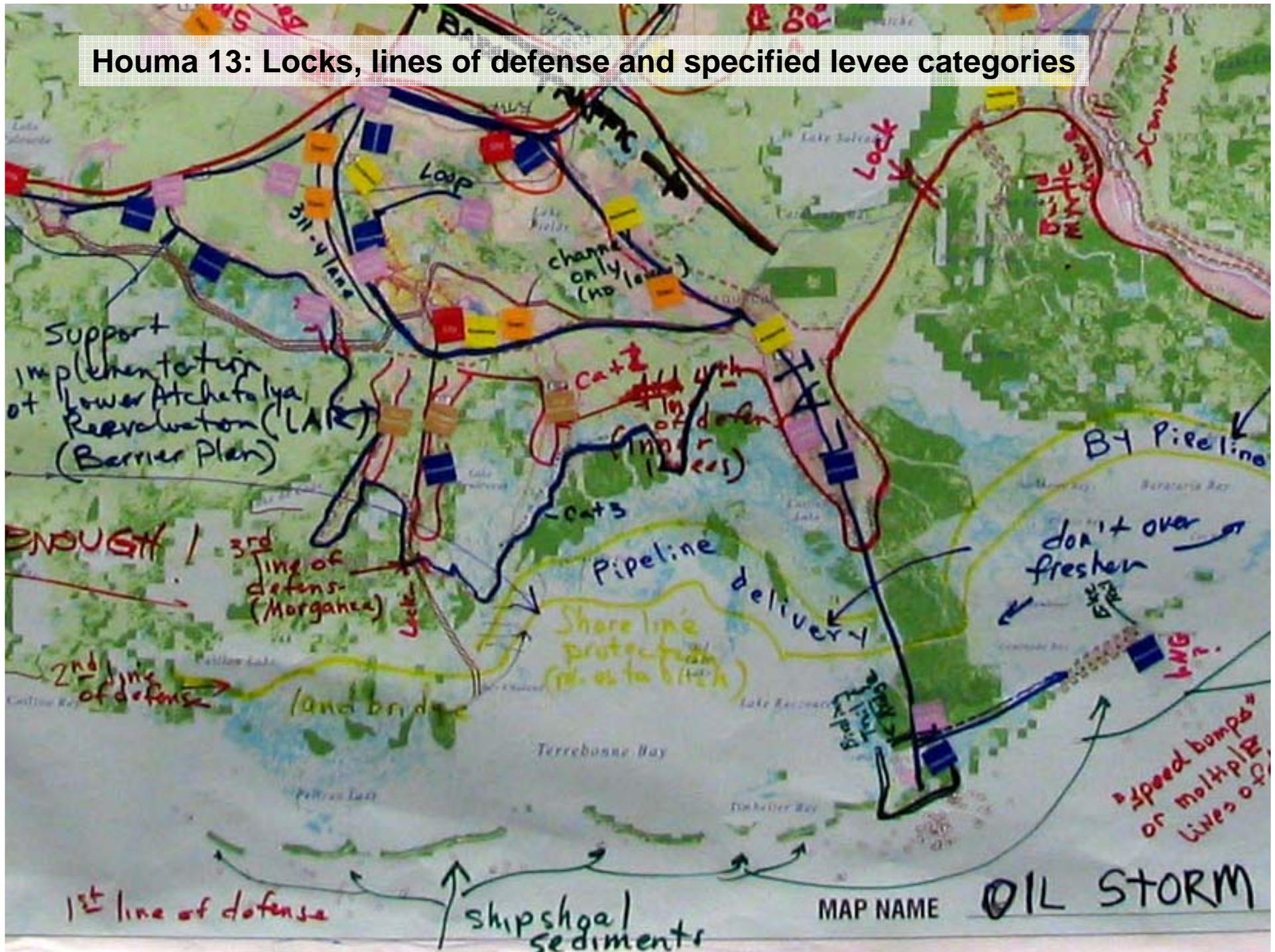
# Addressing Challenges - Stakeholder Workshops



Nearly 1,000 Participants Across 6 Workshops



# Houma 13: Locks, lines of defense and specified levee categories



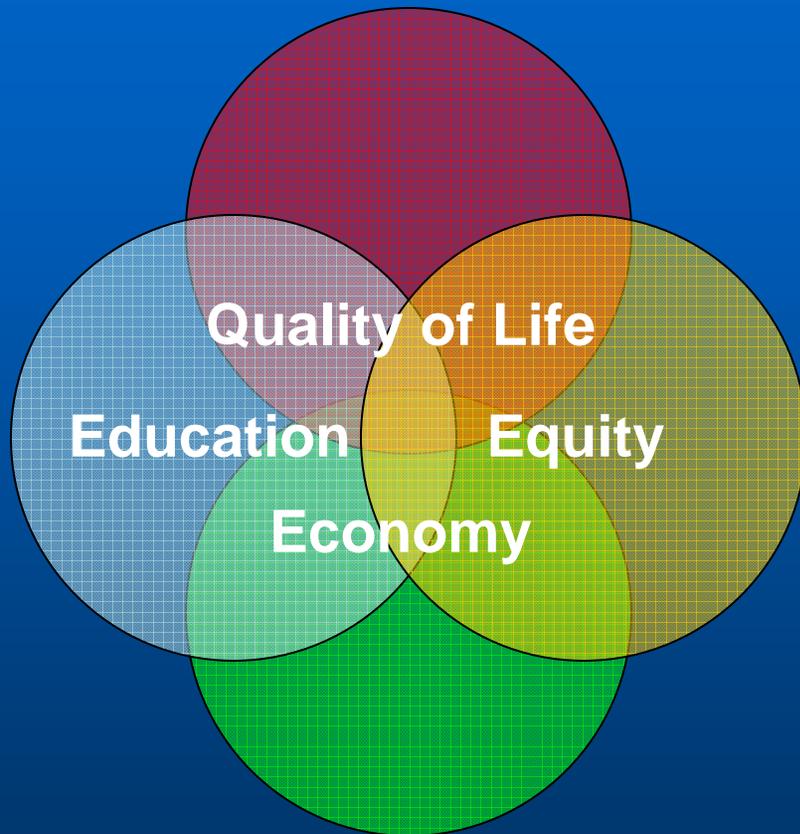


North Shore 5:  
Intensive protection around New Orleans in particular

# Community Growth and Transportation



# Economic Development – Exercise Steps



- Identify **outcomes** that make up a desired future economy.
- Identify **barriers** to achieving outcomes.
- Create **actions** to achieve them.

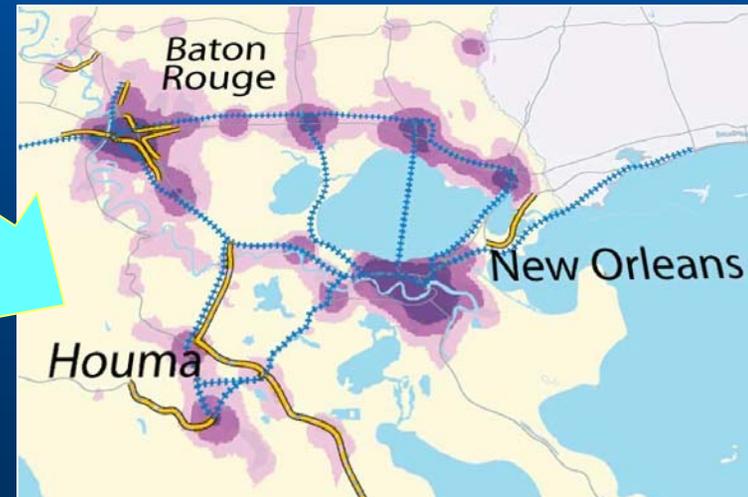
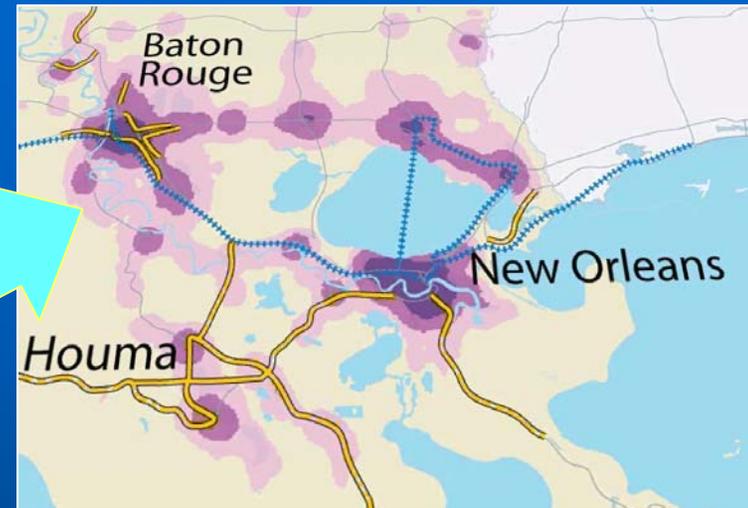
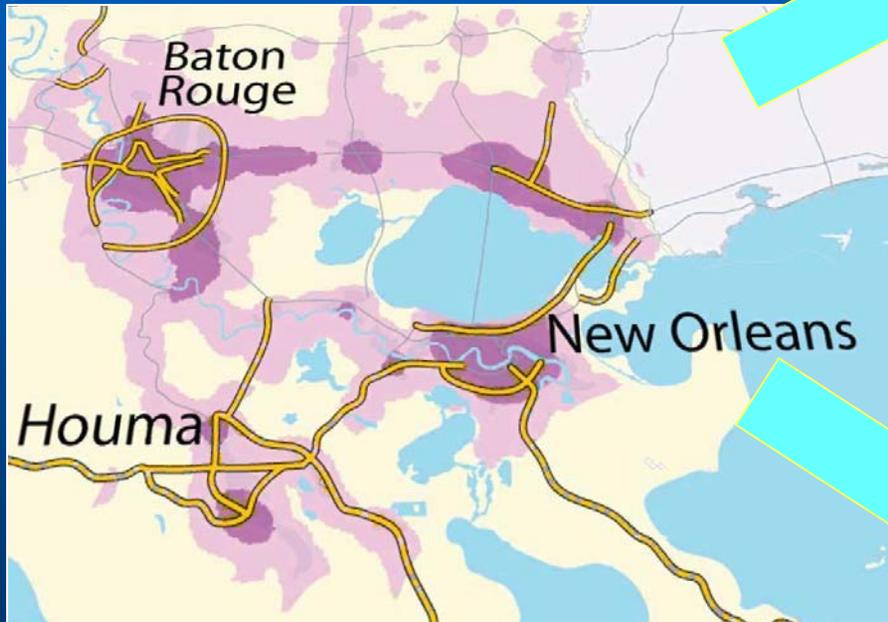


# Scenarios

# Scenarios Are Based On Workshop Input



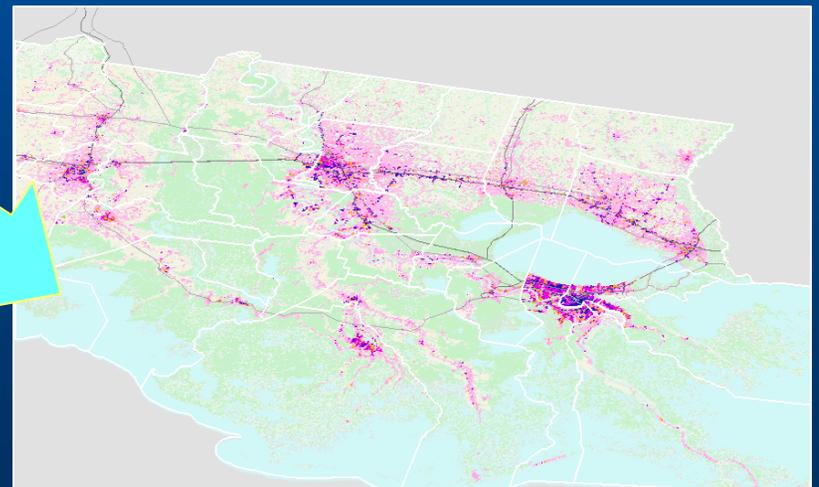
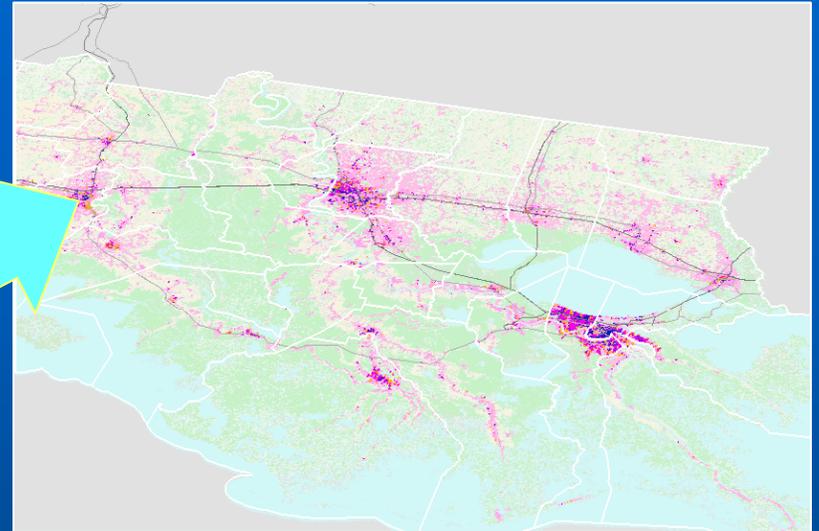
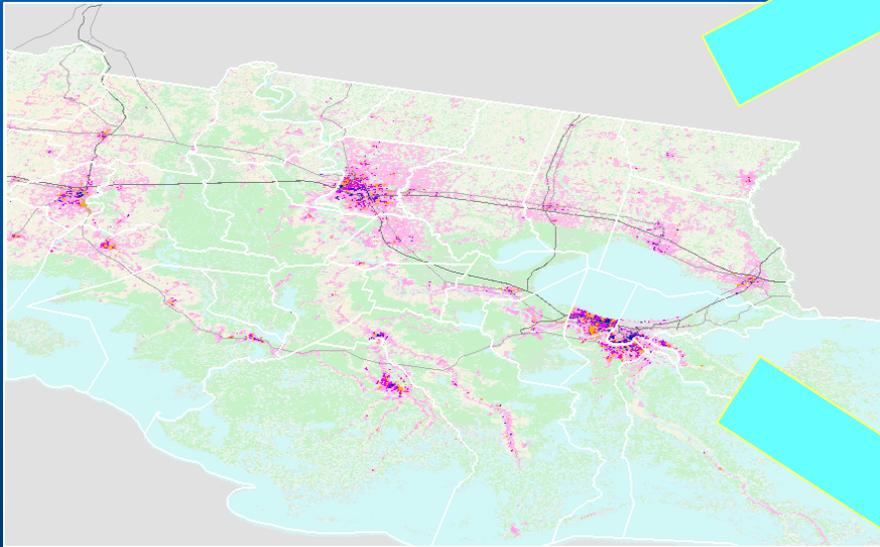
## Developing a Range of Options



# Scenarios Are Based On Workshop Input



## Developing a Range of Options



# Modeling the Future



## Hazard Model Population, Jobs, Infrastructure at Risk



**Economic Model**  
Population  
Jobs  
Income  
Housing Type



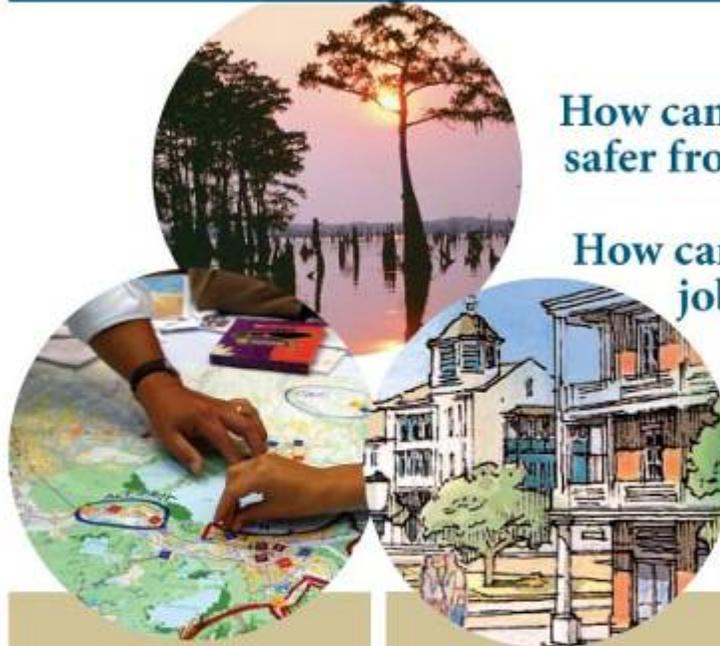
**Transportation Model**  
Roadway Impact  
Air Quality  
Transit Use



**Land Use Model**  
Urbanized Land  
Land Loss/Gain



# 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](http://www.LouisianaSpeaks.org)

Louisiana Speaks is a long-term planning initiative of the Louisiana Recovery Authority. Planning and applications for Louisiana Speaks are made possible with private funds through the LRA Support Foundation. We are committed to the recovery and future growth of South Louisiana that will make us safer, stronger and smarter than ever before.



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A LONG-TERM COMMUNITY PLANNING INITIATIVE OF THE LRA

# Louisiana Speaks Regional Vision



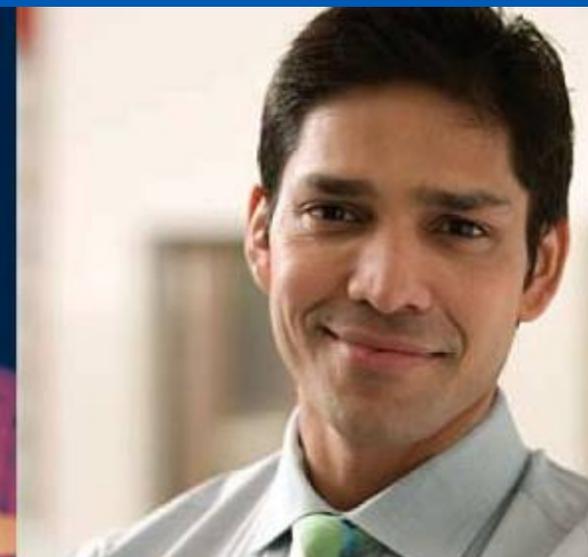
**Creating Opportunity**  
**Making us safer from storms**  
**Bringing it all together**



# Creating Opportunity



## 1. What are your top priorities for economic development in Louisiana?



# A. Pursue new opportunities in traditional industry sectors

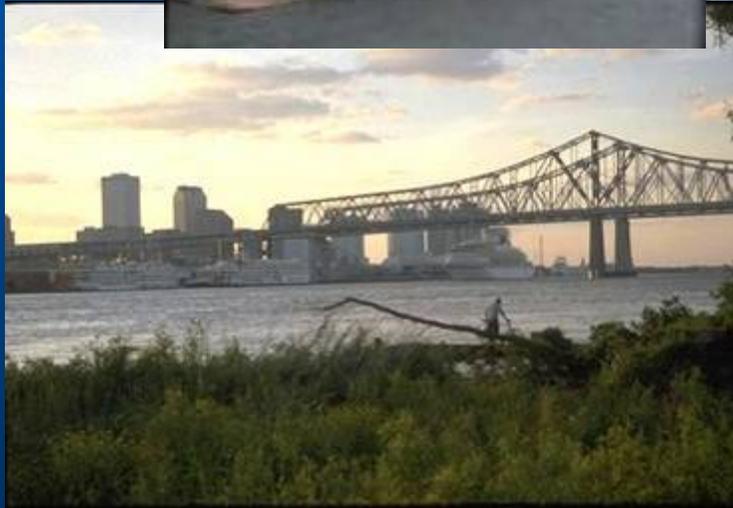


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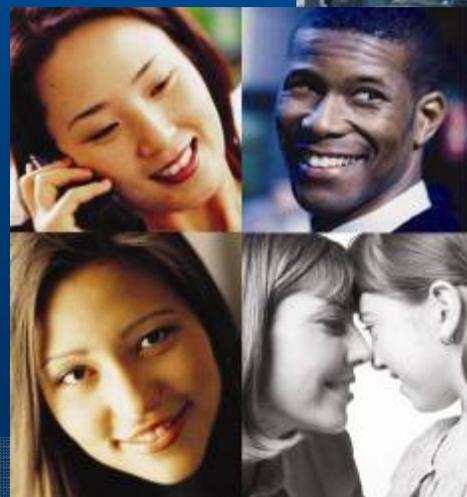
# B. Fostering knowledge-based industries



# C. Expanding Trade and Shipping

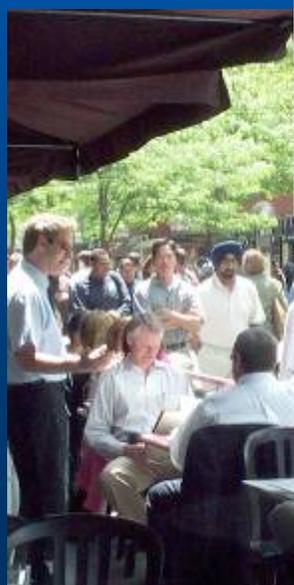


# D. Attracting and Retaining Companies



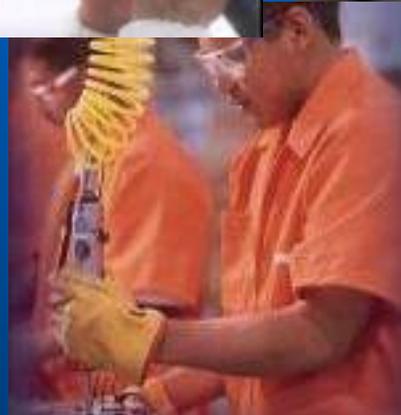
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# E. Nurturing Entrepreneurs and Small Companies



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# F. Expanding Job-Skills and Vocational Training



# G. Strengthening Colleges and Universities



# Making us safer from storms



**Maintain current investments**



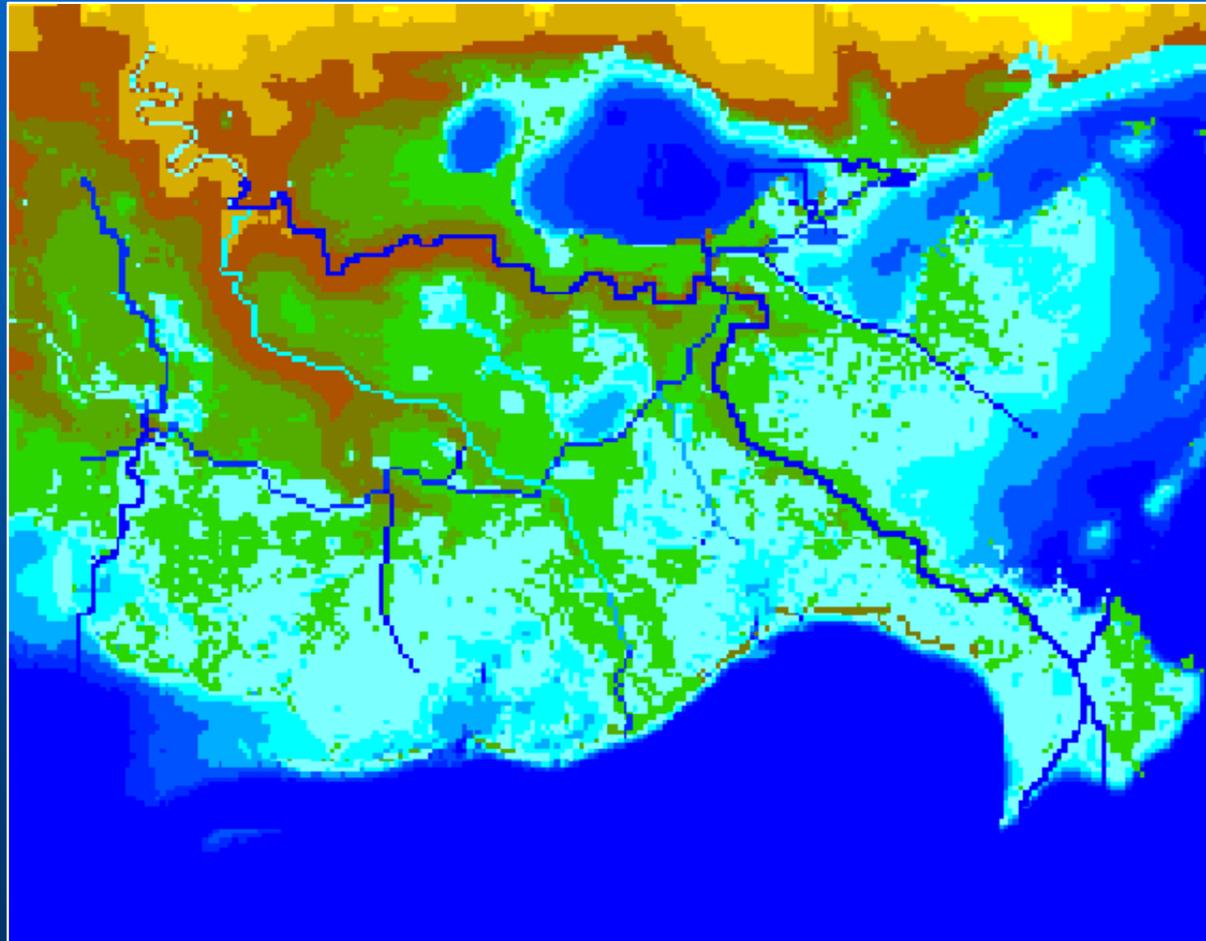
**State's proposed plan**



# Region-specific Coastal Issues – Delta Plain



The Delta Plain needs a sustainable, large-scale, wetland restoration plan to recover 1.2 million wetland acres lost in last 100 yrs.



1839  
2020

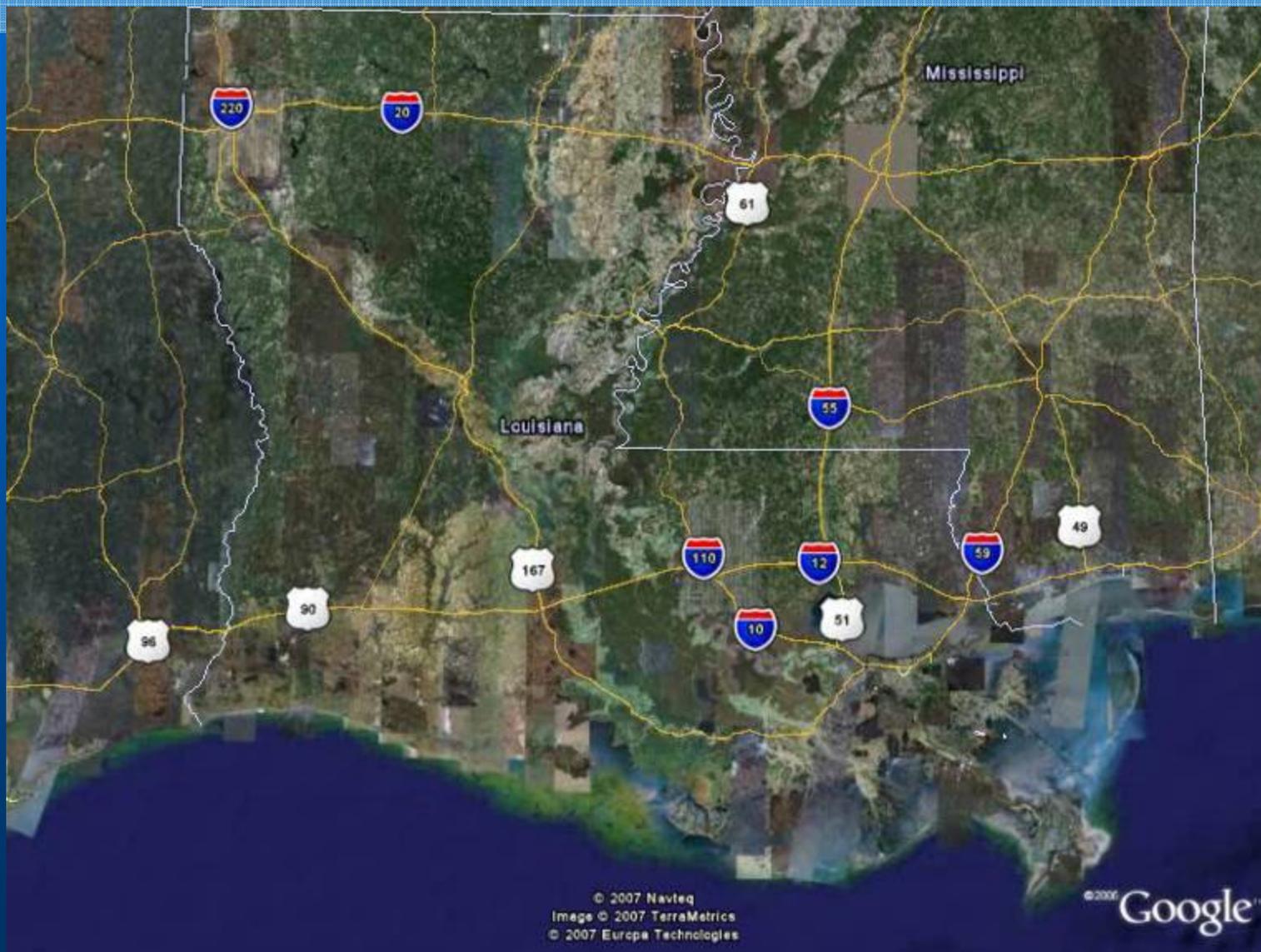


# Making us safer from storms

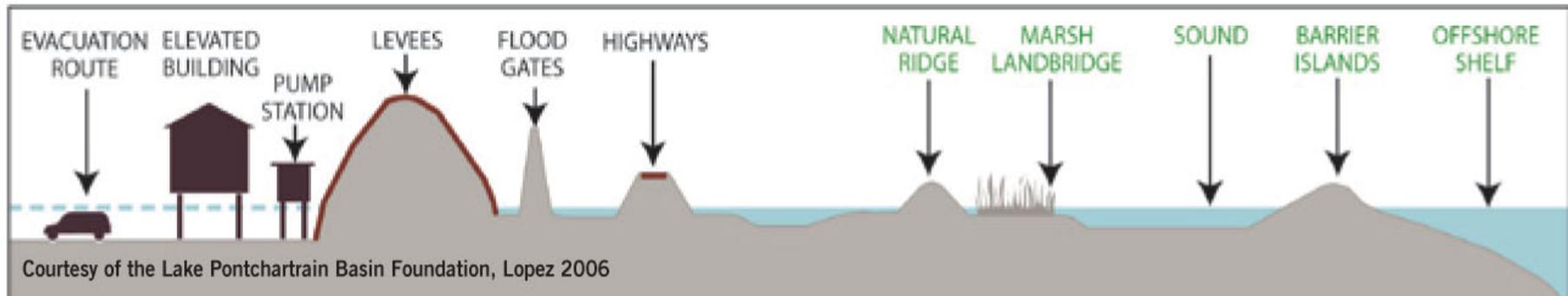
**Maintain Current Investments:** This map shows what our coast would look like in the future if all we do is maintain our current investments.



# Coastal Land Loss and Lack of Protection

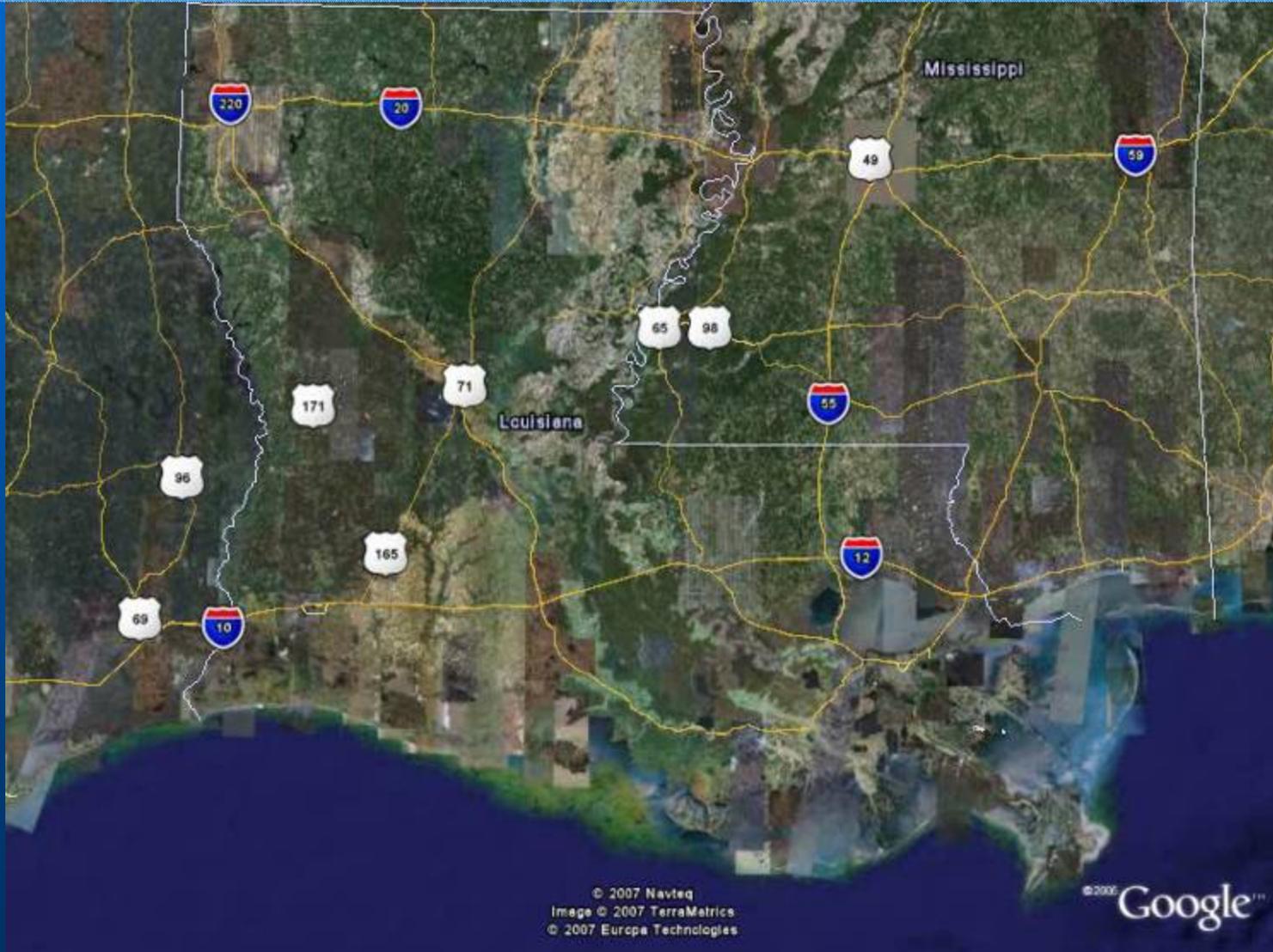


# Multiple Lines of Defense: The State's Proposed Plan



- Major levee upgrades across the coast
- Barrier islands, marshes and ridges for natural protection
- Protects oil infrastructure
- Protects fisheries and wildlife habitats

# State's Proposed Plan: Some Coastal Land Gain



# 2. Which values in the state's proposed plan are most important to you?



- A. Community preservation
- B. Commercial fishing
- C. Navigation and ports
- D. Recreational hunting and fishing
- E. Oil and gas infrastructure
- F. Wildlife habitat and flyways

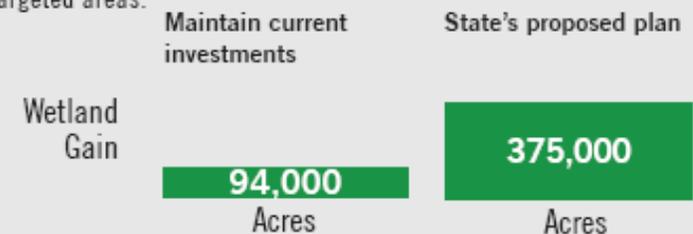
### Protecting Our Cities

Protection for coastal cities is a priority. Currently, most of Greater New Orleans has levee protection. Other cities do not. The state's proposed plan would increase protection for New Orleans and protect other cities against very severe storms. Many smaller coastal communities would also receive some levee protection.



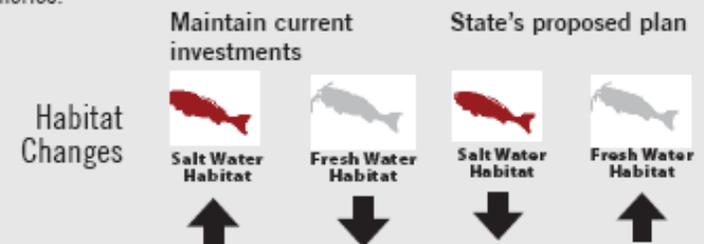
### Restoring Our Coastal Environment

A restored coast works together with levees to protect us. The state's proposed plan includes new and enhanced coastal restoration efforts that reduce land loss rates and build new wetlands and barrier islands by diverting or piping river water and sediment into targeted areas.



### Fisheries Impact

Many species of fish, shellfish and wildlife rely on Louisiana's coastal wetlands. These include speckled trout, redfish, oysters, shrimp, crabs, ducks and alligators. The state's proposed plan would introduce freshwater to restore the wetlands. This would also impact some fisheries.





### 3. How important do you think funding and implementation of the state's proposed plan is to the recovery?

- A. Very important
- B. Somewhat important
- C. Somewhat unimportant
- D. Not at all important
- E. Not sure/No opinion

#### Maintain current investments:

- \$50 million/year
- Congress appropriated \$5.7 billion for levee upgrades

#### State's Proposed Plan:

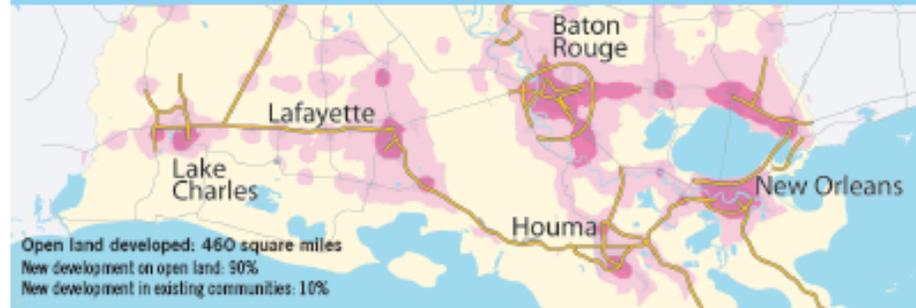
- Tens of billions

# 4. How should we grow?



- A. Keep Building and Developing As We Are
- B. Modify Development Patterns
- C. Focus Development on Existing Cities and Towns

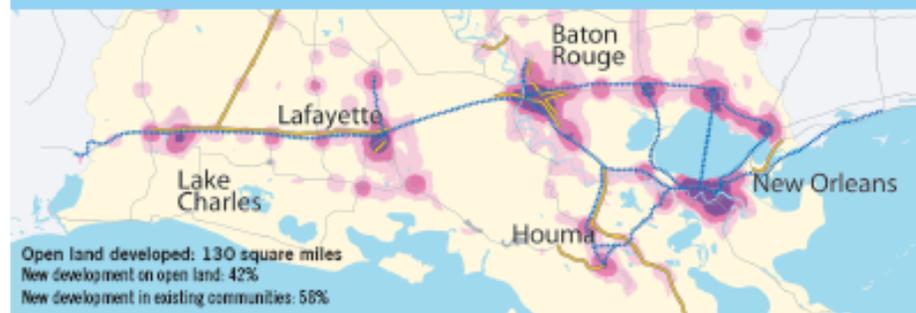
**A** **Keep Building and Developing As We Are:** Currently we build mostly single-family homes, mainly at the edge of metropolitan areas, connected by roadways.



**B** **Modify Development Patterns:** Build more in-town condos, apartments and townhouses, as well as single-family homes. Balance new public transit with road improvements.



**C** **Focus Development on Existing Cities and Towns:** Build mainly in-town condos, apartments and townhouses, connected by public transit such as modern buses or commuter trains.

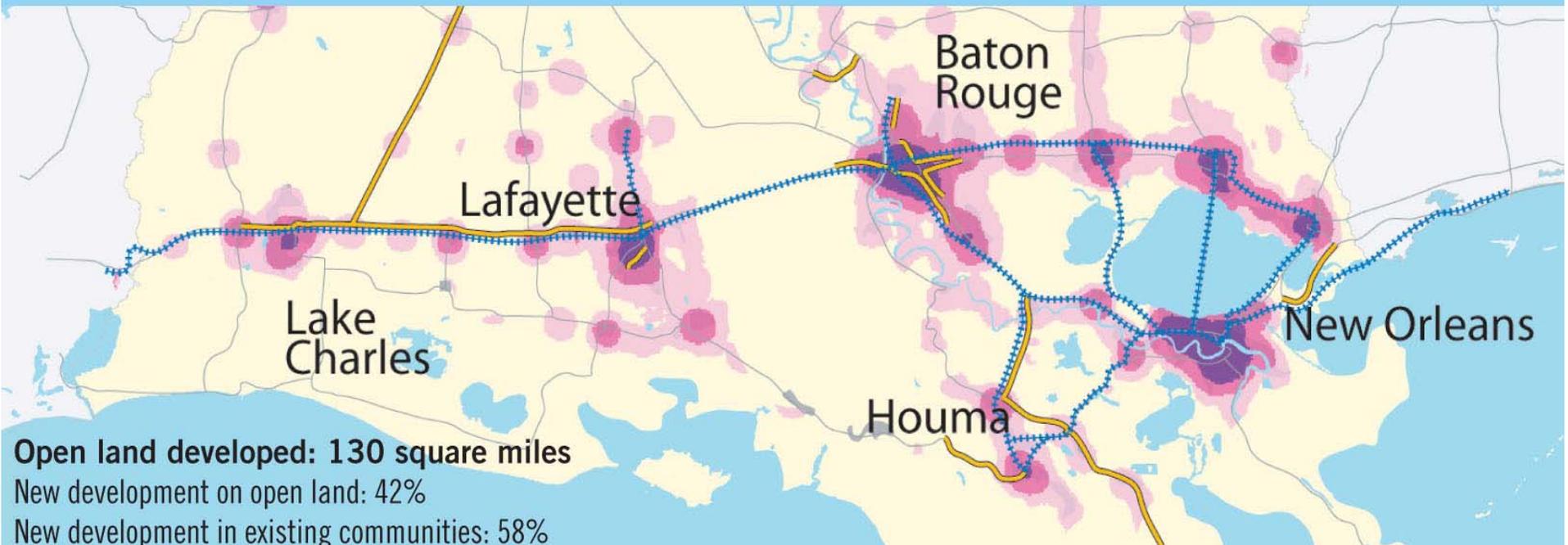


# 4. How should we grow?



**C**

**Focus Development on Existing Cities and Towns:** Build mainly in-town condos, apartments and townhouses, connected by public transit such as modern buses or commuter trains.



# Trade-offs



## Development in Floodplain

How and where we build our homes and businesses impacts our safety. Each of the three options represents a different approach to locating and regulating development in hazardous areas. Option A maintains current trends and does not place any additional limits on building in floodplains. Options B and C reduce development in floodplains.



## Open Land Developed

How we grow impacts how much open land is consumed by new development. Each option accommodates the same number of projected people and jobs to the year 2050 (1.4 million new people and 1.1 million jobs). Option A develops the most new land, while Options B and C develop less by placing some development within existing communities, often at higher densities.



# Trade-offs



## Housing Mix

Currently, about 75% of new housing is single-family homes, and 25% is townhouses, condominiums or apartments. Many people like single-family homes. But single-family homes are not affordable for everyone. Also, some retirees, singles and young families may prefer other options.

	A	B	C
New townhouse and multi-family →	20%	37%	63%
New single-family →	80%	63%	37%

## Commute Times

When people live closer to jobs and shopping, driving time drops. This reduces traffic congestion. Increasing investment in public transit also eases congestion. The amount of time a typical household would spend in a car varies between Options A, B and C.

	A	B	C
Average daily miles driven per household	69 miles	50 miles	43 miles

## Annual Household Expenses\*

Development patterns create different costs. The amount we pay for fuel drops if we drive less or take public transit. Our taxes and utility bills also vary according to how much roads and utility infrastructure are needed to serve new development.

	A	B	C
Commuting →	\$2,550	\$1,850	\$1,600
Home energy →	\$2,000	\$1,950	\$1,850
Infrastructure →	\$870	\$630	\$510
	\$5,420	\$4,430	\$3,960

## 5. What is the right mix of property rights and community risk?



- A. Emphasize property rights
- B. Balance property rights and community risk
- C. Emphasize reducing community risk







# Sophisticated Results



- Questions/Answers seem simple but...
- Can track by geography (zip code: current and pre-Katrina)
- Helps create a physical regional plan

Please help us make sure we hear from all South Louisianians by answering a few questions about yourself. No identifying information will be released. Your data will be used for anything other than this poll.

**ZIP Code (required)**

Current ZIP

Pre-Katrina/Rita ZIP

**Age (check one)**

Under 18

18 to 34

35 to 55

Over 55

**Race/Ethnicity (check one)**

African American

Asian

Caucasian

Hispanic/Latino

More than one race

Other (please specify)

Don't know/Don't want to answer

I obtained this form at: \_\_\_\_\_

**Household Income (check one)**

Under \$35,000 per year

\$35,000 to \$75,000 per year

Over \$75,000 per year

Don't know/Don't want to answer

**Gender (check one)**

Male

Female

## LOUISIANA SPEAKS REGIONAL VISION RESPONSE SHEET

**Instructions**  
 For each question below, place an X in the box beside the option you think is best. If you skip a question, your marked responses will still be counted.

**Example:**  
 What is your favorite color?  
 Red   
 Blue   
 Green

**Question 1: What are your top priorities for economic development in Louisiana? (Pick THREE)**

A. Pursuing new opportunities in traditional industry sectors

B. Fostering knowledge-based businesses

C. Expanding trade and shipping

D. Attracting and retaining companies

E. Nurturing entrepreneurs and small companies

F. Expanding job-skills and vocational training

G. Strengthening colleges and universities

**Question 2: Which values in the state's proposed plan are most important to you? (Pick THREE)**

A. Community preservation

B. Commercial fishing

C. Navigation and ports

D. Recreational hunting and fishing

E. Oil and gas infrastructure

F. Wildlife habitats and flyways

**Question 3: How important do you think funding and implementation of the state's proposed plan is to the recovery? (Pick ONE)**

A. Very important

B. Somewhat important

C. Somewhat unimportant

D. Not at all important

E. Not sure/No opinion

**Question 4: How should we grow? (Pick ONE)**

A. Keep building and developing as we are. Currently we build mostly single-family homes, mainly at the edge of metropolitan areas, connected by roadways.

B. Modify development patterns. Build more in-town condos, apartments and townhouses, as well as single-family homes. Balance new public transit with road improvements.

C. Focus development on existing cities and towns. Build mainly in-town condos, apartments and townhouses, connected by public transit such as modern buses or commuter trains.

**Question 5: What is the right mix of property rights and community risk? (Pick ONE)**

A. Emphasize property rights. No increased restrictions on where or how people build; shared risk for everyone increases.

B. Balance property rights and community risk. Some new rules for unprotected, flood-prone areas; shared risk minimized for everyone.

C. Emphasize reducing community risk. Development prohibited in unprotected, flood-prone areas and wetlands; shared risk for everyone decreases.

**Don't have a stamp?**

- Drop your completed Response Sheet at your nearest public library
- Fill the poll out online at [www.LouisianaSpeaks.org](http://www.LouisianaSpeaks.org)
- Call 1 (888) PLAN 2050 or 1 (888) 752-6205
- Submit your Response Sheet by February 10th

[www.LouisianaSpeaks.org](http://www.LouisianaSpeaks.org)

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# Scenarios Public Engagement – Schedule



## Multi-Pronged Approach

Newspaper Insert

Television Program

Toll-Free Number

Polling Locations

Website

Grass-Roots Events

## Week of January 22

- Kick-off event, media blitz
- Website goes live, polling “open”
- Newspaper Insert & response sheet
- LPB program, multiple airings
- Polling locations (libraries, cafes, others TBD)

## Week of January 29 +

- Continued press “buzz” & coverage
- Input closes ~ Feb 10th

# LPB Program



## Watch Louisiana Speaks Regional Vision on TV

### ALEXANDRIA

Wednesday 1/24  
KLPA - Channel 25 @ 7 PM  
Friday 1/26  
KLPA - Channel 25 @ 7 PM  
Sunday 1/28  
KLPA - Channel 25 @ 4 PM

### ATLANTA

Date TBD  
WGTV - Channel 8 @ time TBD

### BATON ROUGE

Wednesday 1/24  
WLPB - Channel 27 @ 7 PM  
Friday 1/26  
WLPB - Channel 27 @ 7 PM  
WAFB - Channel 9 @ 7 PM  
WGMB - Channel 44 @ 9 PM  
WBXH - Channel 39 @ 9:30 PM  
Saturday 1/27  
WAFB - Channel 9 @ 1 AM  
WGMB - Channel 44 @ 6 AM  
WBXH - Channel 39 @ 11 AM

### Sunday 1/28

WAFB - Channel 9 @ 12 AM  
WLPB - Channel 27 @ 4 PM  
WBXH - Channel 39 @ 7 PM

### DALLAS

Sunday 1/28  
KERA - Channel 13 @ time TBD

### HOUSTON

Sunday 1/28  
KUHT - Channel 8 @ 6PM

### LAFAYETTE

Wednesday 1/24  
KLPB - Channel 24 @ 7 PM  
Friday 1/26  
KLPB - Channel 24 @ 7 PM  
Saturday 1/27  
KLFY - Channel 10 @ 7 PM  
KLFY - Channel 10 @ 11 PM  
Sunday 1/28  
KLPB - Channel 24 @ 4 PM

### LAKE CHARLES

Wednesday 1/24  
KLTL - Channel 18 @ 7 PM  
KPLC - Channel 7 @ 7 PM  
Friday 1/26  
KLTL - Channel 18 @ 7 PM  
Sunday 1/28  
KPLC - Channel 7 @ 1:30 AM  
KLTL - Channel 18 @ 4 PM

### MONROE

Wednesday 1/24  
KLTM - Channel 13 @ 7 PM  
Friday 1/26  
KLTM - Channel 13 @ 7 PM  
Sunday 1/28  
KLTM - Channel 13 @ 4 PM

### NEW ORLEANS

Wednesday 1/24  
WYES - Channel 12 @ 7 PM  
WLAE - Channel 32 @ 7 PM  
WVUE - Channel 8 @ 10PM

### Friday 1/26

WLAE - Channel 32 @ 7 PM  
Saturday 1/27  
WDSU - Channel 6 @ 6 PM

### SHREVEPORT

Wednesday 1/24  
KLTS - Channel 24 @ 7 PM  
Friday 1/26  
KLTS - Channel 24 @ 7 PM  
Sunday 1/28  
KLTS - Channel 24 @ 4 PM



Publication made possible by a grant from

**Fannie Mae  
Foundation**

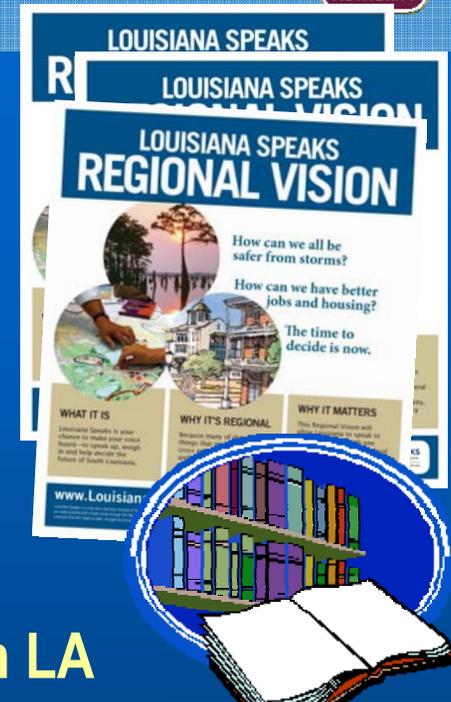
Learn more at [www.LouisianaSpeaks.org](http://www.LouisianaSpeaks.org)



# Major Outreach Efforts



- 500,000 inserts printed in every major newspaper
- 204 polling stations
  - Public libraries in every Southern LA parish
  - Coffee shops
- 100 public meetings with public and leaders
- 38 LPB showings including commercial stations in LA
  - PBS in Houston, Dallas and Atlanta
- Paid advertising in newspapers, radio, and TV statewide
- Email lists and websites
- Public school curriculum project through LPB



# A Regional Vision



## January – February

- Louisiana citizens weigh in

## February – March

- Consensus-based Regional Vision developed
- Implementation Plan
- Actions, strategies, and benchmarks



## April

- The REAL work begins...



# Next Steps – Final Products & The Vision

# The Emerging Vision



**State Restoration & Protection Master Plan**

**Vision Concept Maps**

**Integrated Land Use – Restoration - Protection Plan**

**Preferred Land Use/Transportation Concept**

**Vision Implementation Plan**

- Freeways
- Transitway
- Regional Center
- Town Center
- Other Public Lands
- Agricultural Land
- Rural Lands
- New Open Space
- New Development
- Industrial Centers
- Infill

# The Vision/Final Products - 4 Components

1. Guiding Principles
2. Strategies
3. Actions
4. Benchmarks



What does this process and its product do?



# LOUISIANA SPEAKS

## Our Voice. Our Plan. Our Future.

- ✓ Allows the State to Speak with a Unified Voice
- ✓ Presents a well considered course of action to the rest of the world
- ✓ Measures progress and celebrates success
- ✓ Helps state, local, and private businesses in Louisiana move forward together
- ✓ Serves as a strategic guide for LRA and other agency funding and prioritization

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