A letter from the Chairman of the Board

It is a pleasure to introduce this, our second annual report. First of all, let me say to all of those who are supporting CPEX as a member or sponsor, thank you for this invaluable support. Without it, we could not continue and expand our critical work throughout the state.

I think the forward-looking theme of this report is appropriate. Planning is, after all, about the future — a future which is coming whether we prepare for it or not. Today, we have the opportunity to plan the creation of the communities we desire for ourselves and the generations to come.

In his address at our 7th annual Smart Growth Summit last fall, Mitchell Silver, Chief Planning and Development Officer for the city of Raleigh and past President of the American Planning Association, observed there are many people who are simply opposed to all planning efforts. To those people he poses this question: “When you say no to something, what are you saying yes to?”

Those naysayers may think they are allowing for the status quo, but in our ever-changing world, that is not a valid option. In Louisiana, as in much of the United States, there has been a lack of proactive planning, which typically results in reactive measures that fall short of achieving the efficiency and quality of life we crave.

When I was born, this country had fewer than 150 million residents. Today, it has more than 300 million and is projected to have a half billion residents by the end of this century. This may sound like the distant future, but it is within the lifetime of those born today. This growth will challenge our ability to plan and adapt. We will require some 50 million new housing units within the next 50 years. Many areas of our country are already facing severe water shortages, and our country’s infrastructure is inadequate for the present population, not to mention future growth.

These communities that prioritize planning for the future will secure economic prosperity and ensure a good quality of life. It is the fundamental goal of CPEX to help communities in Louisiana achieve this level of success and security.

Additionally, at our Smart Growth Summit, the City of El Paso made an interesting presentation regarding the evolution of their transit system. When the city brought in a new City Manager, she required department heads and other city staff members to participate in urban planning training offered by the Congress for the New Urbanism (CNU). A few years later, more than 200 city employees have completed this training and received CNU certification. The leaders of their transit system shared with us that this training has given the various components of their operation a common foundation from which to better see how policy decisions at all levels affect the development of their community. We were inspired by this story, and CPEX has recognized the valuable opportunity for communities in Louisiana to consider a similar course.

In the coming year, we are renewing our commitment to provide that unified understanding that will advance the communities of our beloved state.
CPEX is governed and staffed by a talented group of multi-disciplinary experts committed to advancing and promoting the benefits of proper planning in Louisiana.

A guiding force behind everything CPEX does, the Board of Directors is an engaged group of community leaders with vast experience in planning, law, legislation, economic development, entrepreneurship, marketing, civic engagement, philanthropy, etc. They stand as the critical perspective for CPEX and have helped it become a welcomed planning voice in Louisiana.

The staff of CPEX functions as an “innovation engine” thanks to a visionary team with training in community planning, architecture, landscape architecture, marketing, outreach, fundraising, policymaking, and advocacy who collaborate and cross-pollinate to create the concept-driven, integrated plans that CPEX promotes.

**GOVERNANCE & STAFF**

Cordell Haymon, Chair  
SVP, SGS Petroleum Service Corporation

Randy Roussel, Treasurer  
Partner, Phelps Dunbar LLP

Yolanda Dixon, Secretary  
First Assistant Secretary of the Senate, Louisiana State Senate

James Brandt  
Owner, Brandt & Associates

Donna Fraiche  
Shareholder, Baker, Donelson, Bearman, Caldwell, & Berkowitz, P.C.

Elizabeth “Boo” Thomas, FASLA  
President/CEO, CPEX

Raymond A. Jetson  
Pastor, Star Hill Church

Susan Kelliher  
SVP of Human Resources, Albemarle Corporation

Yolanda Dixon, Secretary  
First Assistant Secretary of the Senate, Louisiana State Senate

Adam Knapp  
President/CEO, Baton Rouge Area Chamber

Jay Noland  
Attorney/Real Estate Developer, Noland Development, LLC

Robert Schneckeburger  
Baton Rouge Market President, JPMorgan Chase

John Spain  
EVE, Baton Rouge Area Foundation

Elizabeth “Boo” Thomas, FASLA  
President/CEO, CPEX

Jeffrey Zehnder  
CEO, Zehnder Communications

**SERVICES & EXPERTISE**

CPEX helps create highly functional, equitable communities throughout Louisiana that capitalize on their unique qualities through community-driven planning and implementation.

**Planning & Implementation**

- Comprehensive planning
- Funding strategies and identification
- Implementation
- Grantwriting
- Community assets research
- Code and ordinance development
- Small-scale site design
- Cultural placemaking
- Zoning
- GIS mapping
- Historic preservation

**Communication & Outreach**

- Engagement campaigns
- Branding / Civic identity
- Community outreach
- Facilitation / Workshop design
- Request for Qualifications preparation
- Request for Proposal preparation
- Vendor recruitment & selection
- Training programs
- Strategic visioning
- Exhibit design
- Wayfinding systems

**Policy & Advocacy**

- Legislative strategy
- Policy research and strategy
- Organizational support
- Best practices research
- Public / Private synergies

**Combined years of staff planning experience**

113

**Communities where CPEX has been involved in planning**

20

**Dollars leveraged for planning on behalf of Louisiana communities**

5.5 MILLION

**Comprehensive Plans for communities across Louisiana**

11

**CPEX-assisted zoning ordinance and code update projects**

5

**More than 500**

Staff volunteer hours in the community
Arming our coastal communities with Resiliency Plans

CPEX worked with the Town of Jean Lafitte and Lafourche Parish to develop comprehensive Coastal Community Resiliency Plans. Funded in part by Louisiana Office of Community Development and the communities, the plans focus on long-term and realistic strategies towards economic prosperity, quality of life and reducing the risks inherent to living in the coastal environment for all community residents. The strategies were developed using the Best Practices Manual for Development in Coastal Louisiana and garnering significant public input. Jean Lafitte adopted the Town Resiliency Plan unanimously in April 2013. Lafourche Parish will complete their plan in early 2014.

CONNECT: Advocating for connectivity in our super region

During the third year of the CONNECT initiative, significant strides have been made toward the overarching goals of impacting policy, building collaborative leadership, supporting the build out of a super-regional transportation system and becoming trusted advocates for the pursuit of transportation planning in the state. CPEX planned a Medical District Policy Forum, supported by a grant from Surdna Foundation to engage executive leadership from major medical facilities in conversation about promoting connectivity in the super region. Additionally, CPEX was integral in the successful Baton Rouge Transit Coalition campaign to fund improvements to the Capital Area Transit System (CATS). CPEX also established a partnership with Louisiana DOTD, New Orleans and Baton Rouge Regional Planning Commissions, Louisiana Public Health Institute, and One Voice to implement the new federal transportation bill, MAP 21, that seeks to transform federal policy and programmatic framework for investments to guide the national transportation system’s growth and development.

Building on the 7th Annual Smart Growth Summit

CPEX hosted its Smart Growth Summit on November 26–28, 2012 at the Manship Theatre at the Shaw Center for the Arts in downtown Baton Rouge. Thanks to the flexibility of our speakers and the hard work of our staff, CPEX was able to reschedule the statewide conference from the original August dates due to Hurricane Isaac.

The 2012 Summit included over 800 attendees representing more than 30 parishes across Louisiana as well as participants from Texas, Mississippi, Alabama, Georgia, Massachusetts, Minnesota, Maryland, New York, Illinois, Utah, California, and Washington DC. It provided 35 continuing education sessions to architects, landscape architects, engineers, planners, realtors, lawyers, and LEED professionals. The Summit also enjoyed an unprecedented amount of media coverage including 30 published articles from statewide publications and 7 radio/television spots. Using social media before and during the Summit, we gained hundreds of new Facebook followers and many of our national partners and speakers re-tweeted information about the conference.

Cultural placemaking in Old South Baton Rouge

In 2012, CPEX partnered with the Arts Council of Baton Rouge, the East Baton Rouge Redevelopment Authority, the Louisiana Black History Hall of Fame and other Old South Baton Rouge community stakeholders to advance arts and cultural placemaking initiatives. These initiatives seek to preserve cultural heritage and provide a previously impoverished neighborhood with new opportunities to participate in arts and culture. The goal of the effort is to create a plan that will positively impact the OSBR community and reverse trends of blight and poverty by creating work and social opportunities, enhancing access to the arts, and innovating and transforming institutions and neighborhoods. Project deliverables will include an economic feasibility study, master implementation plan, and a duplicable community model.

Diversifying our funding with new foundation partnerships

CPEX successfully partnered with the Ford Foundation, the Greater New Orleans Foundation, Kresge Foundation and the Walton Family Foundation to assist the state in the development of the Coastal Community Resiliency Program. Outlined in Louisiana’s Comprehensive Master Plan for a Sustainable Coast 2012, Coastal Protection and Restoration Authority (CPRA) is developing a program that will efficiently allocate $10 billion over the next 50 years for non-structural measures. As a part of that initiative, CPEX is capturing local voices on non-structural needs and opportunities and providing research to CPRA.
The road ahead.

CPEX helps residents reimagine a portion of Government Street to prove its potential

The potential for progress is hard to visualize. It requires creative thinking and technical knowledge the average resident did not have the capacity for — until now.

The Better Block concept is used in communities to galvanize public support around proper planning. Instead of two dimensional drafts or renderings, residents and community members can walk through and interact with the future that they have the power to implement. This approach allows for community ownership and removes the fear of change that plagues most planning initiatives.

We know Government Street is a diamond in the rough. It bridges academic institutions, growing residential neighborhoods and dynamic areas of Baton Rouge. By employing tactics like multi-purpose green space, pop-up retail and dining outlets, dedicated bike lanes and interactive art installations, we are able to “prove” that Government Street not only needs to evolve, but that it actually could stand as a model for other forgotten areas in the city.

After the completion of the Better Block BR demonstration, CPEX, the Mid City Redevelopment Alliance and the Mayor’s office have been engaged by several local business owners and community stakeholders to further explore opportunities for feasibility research and creative planning.

To implement what was learned at Better Block BR, CPEX is committed to supporting the City-Parish and the FutureBR Implementation Team to integrate the following Complete Streets practices in the area: restriping for bike lanes; addition of a two-way-left-turn-lanes; reducing traffic and pedestrian conflict points.

To learn more about Better Block BR: www.cpex.org/work/better-block-br

BY THE NUMBERS:
More than 3,000 people participated in the Better Block BR event.
CPEX hosts multiple ‘walkability audits’ with Dan Burden to explore ways to make South Louisiana more livable

Having spent more than 35 years advocating for more “walkable” communities, Dan Burden accompanied members of CPEX on a walking tour through Mid City Baton Rouge. During the audit, Dan pointed out ways to integrate additional measures and features that would make it easier for pedestrians, cyclists, and cars to coexist and encourage new growth and economic development.

Walkable communities require more collaboration between those who are schooled in city-making and those with the civic power to make meaningful, policy-driven changes. CPEX is committed to bringing these stakeholders together to provide the inspiration, training, context, connections and support necessary to envision and build the walkable communities that citizens and business owners crave.

Another walkability audit was done last year in New Orleans and in the coming year, we are going to organize and promote more walking tours around the state to encourage this type of contextual learning experience.

CPEX’s CONNECT Coalition joined with UNO and AARP to publish the Complete Streets Policy Manual to advocate for smart community development.

To download the Complete Streets Policy Manual, visit: www cpex org CONNECT

What makes a community "walkable?"

**Center:**
Walkable neighborhoods have a center — a main street or a public space

**Population:**
Walkable neighborhoods have enough people for businesses to flourish and for public transit to run frequently

**Mixed income, mixed use:**
Walkable neighborhoods have different types of housing located near businesses

**Parks and public space:**
Walkable neighborhoods have plenty of public places to gather and play

**Pedestrian design:**
Walkable neighborhoods have buildings close to the street

**Schools and workplaces:**
Walkable neighborhoods have schools and offices close enough for most residents to walk from their homes

**Complete streets:**
Walkable neighborhoods have streets designed for a variety of users

**STATEWIDE WALKABILITY SCORES:**

<table>
<thead>
<tr>
<th>City</th>
<th>Score (out of 100)</th>
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<td>Alexandria</td>
<td>47</td>
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<tr>
<td>Baton Rouge</td>
<td>47</td>
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<tr>
<td>Lafayette</td>
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<tr>
<td>Lake Charles</td>
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<tr>
<td>Mandeville/Covington</td>
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<tr>
<td>New Orleans</td>
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</tbody>
</table>

Statewide walkability average: 56/100

Source: www.walkscore.com

Dan Burden explaining the benefits of a walkable community during a walking audit of a Baton Rouge street.
Ahead of the curve.

Jena’s Vision coming to life as a CPEX plan is implemented

In 2009, Mayor Murphy McMillin recognized the need for planning in Jena and contacted CPEX to learn of opportunities for Town Planning Grants. Jena applied for and received this pivotal grant from CPEX. After an exhaustive search process, Code Studio was selected to bring the plan to fruition. During the last year, thanks in large part to the comprehensive plan developed by Code Studio and facilitated by CPEX, progress has been abundant in Jena.

The plan has provided a roadmap for success for small businesses, investors, private land owners and grantors. Because of that, the funding success rate for the ongoing Jena improvement effort has been nearly perfect.

Because more than 35% of the population of Jena participated in the charrette workshops that helped forge the plan, the reaction from the residents has been resoundingly supportive.

The public has a real ownership of the plan, which is professionally and practically sound. As a planning tool, it has played a key role in producing exceptional results for Jena and stands as an illustrative model for the way forward in many Louisiana communities facing similar issues.

Jena’s Vision Trail Network

The citizens of Jena expressed an overwhelming desire to have walking and biking trails throughout the community. With Jena’s Vision as a resource, Jena has been successful in securing funding, through the competitive application process, for three recreational trails and three transportation enhancement components.

Park Expansion

Jena was successful in receiving a grant from the Louisiana Recreational Land and Water Conservation Fund to purchase land that almost doubles the size of the public park by adding a natural area that adds to the existing recreational space. This newly acquired land is also used for the Hemp’s Creek Nature Trail and is the site for the Historic Homestead listed below.

Private Contributors

Jena’s Vision has been instrumental in giving private contributors confidence in donating land to the City Park and the trail system. One donor gave land, which was used to connect Jena’s Vision Trail from Downtown to the City Park. Another donor gave a Rural Historic Homestead structure along with the necessary funding for labor and materials, to relocate and set it up as a welcome pavilion at the newly expanded park. CPEX also recruited Breithaupt Atelier as the volunteer for the architectural services necessary to restore the home.

Enhancing the Vibrancy of Downtown

The plan encouraged the LA DOTD to run US Highway 84 through the center of town, rather than creating a commerce-busting bypass of Jena. In addition, the plan appealed to the school board to build the brand new elementary school adjacent to the downtown area so that area children could walk to school, ride their bikes, or have parents or grandparents drop them off in a golf cart.

Revitalization of the Strand Theater

The 1940s Strand Theater was purchased by the Town of Jena in 2011. The input from the local citizens was that Jena needed a multi-purpose, civic building for performances and banquets. CPEX helped facilitate the façade restoration and the complete renovation is ongoing.

Live Lively LaSalle!

In 2012, Jena partnered with 9 other LaSalle Parish entities to apply for the Blue Cross and Blue Shield of Louisiana Foundation’s health initiative. This grant funded projects that help combat obesity in our state. Jena’s portion of the grant is $137,500 and is being matched in-kind by the town. These funds are being used to fulfill additional aspects of Jena’s Vision as outlined in the comprehensive plan. It will add exercise venues for adults and children along the trail system, a spray park and an adult fitness trail.
Coasting ahead.

CPEX-developed best practices manual offers coastal communities a strategy for resiliency

On Louisiana's coast, communities are grappling with how to plan for a future with the increasing amount of coastal erosion and subsidence, sea level rise and seasonal storms. CPEX, in a partnership with the Coastal Protection and Restoration Authority (CPRA), developed the Best Practices Manual for Development in Coastal Louisiana and the Louisiana Coastal Land Use Toolkit to help communities that face risks inherent to living in the coastal environment. Flooding, wetland loss, erosion, and subsidence have caused significant stress on the communities' economic and environmental assets as well as residents' overall quality of life.

These easily scalable guides will help local officials and residents reduce current and future risks that threaten the communities' existence and limit future growth and vibrancy. Their use will also create a unified effort to preserve the continuation of the essential products and services our coastal communities provide the state, region and nation.


What is the Best Practices Manual for Development in Coastal Louisiana?

Many coastal communities are already at risk and must revisit what and where they have built to ensure that additional construction actually reduces risk. The Manual is a timely, informative, easy-to-use document that explains and illustrates the latest available international, national and local best practices in coastal development. It focuses on the roles communities, infrastructure and the natural environment play in creating resilient, long-term solutions to the challenges associated with living in coastal areas. The Manual is designed to be used by implementers and decision-makers from the public, private and non-profit sectors who are involved with planning development and redevelopment.

What is the Louisiana Coastal Land Use Toolkit?

To move the ideas from the Manual into meaningful implementation, CPEX and CPRA also commissioned a guide for development standards. This document is designed to help communities reduce their risk from flooding by addressing stormwater management and natural resource protection. It includes a Zoning Code, a Subdivision Code and additional ordinances that can be scaled and tailored to fit the needs of the community in the following categories:

- Flood Damage Reduction
- Historic Overlay Districts
- Stormwater Management
- Parking and Site Access
- Landscaping & Tree Preservation
- Airport Overlay Districts
- Outdoor Lighting, Storage & Display
- Signage
- Natural Resource Protection

Louisiana’s Coastal Geotypes

The Louisiana coastline is comprised of six distinct geotypes. These geotypes characterize the unique features of each land area. The Manual and Toolkit were designed to individualize recommendations for each geotype.

- Chenier Plain
- Coastal Delta
- Upper Riverbanks
- Middle Riverbanks
- Alluvium
- Lower Riverbanks

SUCCESS STORIES

The Three Amigos, one of many fishing vessels that characterizes the dynamic seafood industry in coastal Louisiana.
Ahead count.

With fewer grants from the Federal Department of Housing and Urban Development, CPEX seized the opportunity to diversify its funding sources to create a road to growth and increased community engagement.

Similar to the communities we serve, financial sustainability and the opportunity for healthy growth is paramount at CPEX. Using our unique public/private funding strategy, we seek to leverage common interest in Louisiana communities that can translate into an effective means of planning and implementation. Despite shrinking federal funding sources, CPEX has never been in better fiscal health with better-than-average reserves and a diverse revenue spectrum.

NONPROFIT FINANCE FUND®

EVALUATION AND RECOMMENDATIONS:

In 2012, CPEX engaged the Nonprofit Finance Fund (NFF) to get a better sense of the overall fiscal health of the organization. CPEX leadership participated in the NFF’s Sustainability Planning Workshop and was subsequently awarded a technical assistance grant provided by the Greater New Orleans Foundation and JPMorgan Chase. This allowed CPEX the opportunity to work directly with the NFF on its financial capacity and sustainability measures.

The NFF evaluation showed that CPEX has the financial strength to accomplish its short-term and long-term goals:

- Consistent, annual surplus
- Conservative maintenance of expenses
- Adept financial management in place
- Balance sheet positions CPEX to deliver on its mission
- Sustainable, diverse set of funding sources

“Conservative fiscal management, consistent surpluses, and leadership’s ability to adapt to a new revenue environment have endowed CPEX with a strong balance sheet that will support organizational sustainability and enable mission growth.”

— Casey Johnson, Advisory Services Analyst, Nonprofit Finance Fund®

FINANCIAL REPORT

FINANCES at a glance

REVENUE by source

TOTAL 2012 REVENUE: $1,553,503

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<thead>
<tr>
<th>Source</th>
<th>2012 Revenue</th>
<th>% of Total</th>
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<tr>
<td>Grants</td>
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<td>Event Fees</td>
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TOTAL 2012 REVENUE: $1,553,503

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</tbody>
</table>
Ahead of the game.

Our members and donors are the real visionaries in the state of Louisiana. They, like us, know that meaningful change only happens when collective determination is paired with practical funding and commitment.

**Vision Level 2 | $25,000+**
- All Star Automotive Group
- Lane Grigsby
- Cordell and Ava Haymon
- Manship Media – Richard F. Manship
- Douglas L. Manship Jr., David C. Manship
- Dina Manship Planche

**Vision Level 1 | $10,000+**
- Laura and Jim Bailey
- Baton Rouge Area Foundation
- Roberta A. Guillory
- Charles W. Lamar III, Charles Lamar

**Foundation Level 3 | $1000+**
- AARP Louisiana
- American Institute of Architects, Louisiana Chapter
- Broussard, Sallouh & Wilson, L.L.P.
- Steve Carville, Milton J. Womack, Inc.
- Commercial Properties Realty Trust
- Linda and John Davies
- Robert E. Deliberto, Jr.
- Alice and Bob Greer

**Foundation Level 2 | $500+**
- Blue Cross and Blue Shield of Louisiana
- The Imogene Brown Family Fund
- Douglas S. Coleman
- CSRS, Inc.
- The McMains Foundation
- SGS Petroleum Service Corporation
- Stantec Consulting Services

**Foundation Level 1 | $250+**
- New Orleans Foundation
- The Ford Foundation
- JPMorgan Chase Foundation
- Capital One, N.A.
- Blue Cross and Blue Shield of Louisiana
- AARP Louisiana

**Leadership Level 2 | $5,000+**
- Blue Cross and Blue Shield of Louisiana
- The Imogene Brown Family Fund
- Douglas S. Coleman
- CSRS, Inc.
- The McMains Foundation
- SGS Petroleum Service Corporation
- Stantec Consulting Services

**Leadership Level 1 | $2,500+**
- Lee and Brenda Berg
- Lee Michael’s Fine Jewelry
- Biggs Professional Tree Care

**Foundation Level 2 | $500+**
- Princeton Bank
- Jim Brandt
- Catherine Coates
- Coleman Partners Architects, LLC
- Neil Erwin Law, LLC
- FSB Communications, Inc.
- Emile and Leloise Harvey
- John and Marty Engquist

**Foundation Level 1 | $250+**
- Frank and Copper Alvarez
- Glenn E. Angelle, AIA, NCARB
- Elliott and Susan Johnson
- Boudreaux Development Co., LLC
- Carolyn Bennett
- Kim Best, J.K. Buehn Co., Inc.
- Warren and Brenda Buehn
- Georgia and Lucy Berger
- Hanna T. Bourgeois, PLLC CVS
- Johnny and Beth Broussard
- HNSC Foundation
- Carol Anne Brown
- John K. Carpenter
- J. Patrick Care
- Renee Chatei
- Nierman Cheesemore, Cheesemore Architects

**One-time Gift**
- William E. Barrow
- Louis D. Carst
- Wendy and Mike Hirschman
- Betty and Jon Topp

**Grantors & Funders**
- AARP Louisiana
- Blue Cross and Blue Shield of Louisiana
- Capital One, N.A.
- JPMorgan Chase Foundation
- Credit Bureau Foundation of Baton Rouge
- The Ford Foundation
- Greater New Orleans Foundation
- UI Department of Housing and Urban Development
- The Krewe Foundation
- Louisiana Housing Finance Authority
- State of Louisiana, Office of Community Development
- Disaster Recovery Unit
- National Association of REALTORS®
- Sarbanes Foundation
- The Walton Family Foundation

**Leadership Level 1 | $5,000+**
- Blue Cross and Blue Shield of Louisiana
- The Imogene Brown Family Fund
- Douglas S. Coleman
- CSRS, Inc.
- The McMains Foundation
- SGS Petroleum Service Corporation
- Stantec Consulting Services

**Leadership Level 1 | $2,500+**
- Lee and Brenda Berg
- Lee Michael’s Fine Jewelry
- Biggs Professional Tree Care

John and Virginia Noland
Just **plan** extraordinary.