

CITYSTATS

Indicators for tracking our quality of life

UNDERWRITTEN BY THE
NEWTON B. THOMAS SUPPORT FOUNDATION
OF THE

*Baton Rouge
Area Foundation*

BRAAF.ORG/NEWS

2013

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ABOUT THE FOUNDATION

The Baton Rouge Area Foundation, your community foundation, makes the world better in two ways. We connect fund donors—philanthropists—to worthwhile projects and nonprofits. With them, we have granted more than \$300 million over 49 years to give people a chance to prosper. We also take on projects that change the direction of the Baton Rouge region, such as spearheading the Arts Block that includes the Shaw Center for the Arts, supporting innovations in public schools and creating The Water Institute of the Gulf, a nonprofit that is gathering top scientists to take on the double challenge on our deltas of rising seas and vanishing land.

OUR MISSION

The Baton Rouge Area Foundation unites human and financial resources to enhance the quality of life in South Louisiana.

To achieve our mission, we:

- serve our donors to build the assets that drive initiatives and solutions;
- engage community leaders to develop appropriate responses to emerging opportunities and challenges;
- partner with entities from our service area, as well as with other community foundations, in order to leverage our collective resources and create the capacity to be a stimulus of positive regional change; and,
- evaluate our work and share the results with our stakeholders.

HOW WE WORK

The Foundation is funded by generous fund donors and members. Through their charitable accounts at the Foundation, fund donors make grants to nonprofits; members champion our causes and provide the funding to underwrite civic leadership projects, such as revitalizing cities and reforming schools.

Our asset base at year-end 2012 was \$563 million, enough to rank among the 30 largest community foundations in the country. Nonprofits have used Foundation grants to feed the hungry, create an orchestra program for public and private schoolchildren, save precious lands and much more. Donors and the Foundation made grants in 2012 worth \$37.6 million.

ABOUT CITYSTATS

Baton Rouge CityStats tracks the quality of life for East Baton Rouge, using more than 70 indicators to do so. The project is a roadmap for community improvement, telling us where we are, how far we've come and where we need to go as a parish.

CityStats began in 2008, when hundreds of people joined the Foundation to write collective visions for Baton Rouge in health care, public safety and other categories. The indicators are intended to drive East Baton Rouge toward those visions of a better community.

The first CityStats report was issued in early 2009. Since then, the Foundation has issued an annual scorecard.

The Baton Rouge Area Foundation underwrites and produces CityStats. The Foundation contracts with the Baton Rouge Area Chamber to gather public statistics for the project and with LSU's Public Policy Research Lab to conduct the annual survey.

The survey is representative of East Baton Rouge Parish. The sample for this year's survey is 360 land lines and 153 cell phones for a total of 513. The margin of error is plus or minus 4.3%. The poll was conducted in February and March 2013.

When indicators become available that better measure the quality of life, they either replace or support existing indicators. But, to permit comparison, most indicators remain as part of the report year after year.

The Foundation and its fund donors use the indicators to assist in decision making about grants and to choose civic leadership initiatives. We hope other civic groups and policymakers use the indicators in this report to deliver solutions that make East Baton Rouge a better place to live.

FROM THE CHAIR



Big decisions should be based on facts, of course, not secondhand anecdotes or popular assumptions. When individuals act on uninformed whims, it's a matter of personal irresponsibility. But when our parish behaves in this way, it's a policy disaster: scant resources are wasted, opportunities are lost, lives are changed—and seldom for the better.

This CityStats report, like the four that preceded it, is designed to guide our parish—both our leaders and the citizens who elect them—based on impeccably reliable information.

Our first year's report, for example, revealed that far too many people in the parish were living in fear of crime, with a great percentage who even worried over walking in their own neighborhoods after dark. That information, coupled with a documented high rate of violence, prompted East Baton Rouge law enforcement authorities and the District Attorney to launch Project BRAVE last year, targeting the most violent neighborhoods for a surge in security forces. Homicide rates have declined, and that's good. But we need to know more. With further data in the coming years, CityStats will show whether public safety officials have indeed arrived at a solution to make our communities safer.

In this report, you'll find both good and bad news. It's true that the economy in EBR has stayed stronger than in most of the nation's counties. But our poverty rate remains stubbornly high, like a weight dragging our parish back a half-step for each stride forward that we make. The income gap between African American families and whites is persistently wide, for instance. But when you consider our children together, the level of poverty is especially shameful: three of every 10 children are poor.

Each year, CityStats looks at the questions that are troubling us as a community, and then searches to find reliable answers. This year, we found that people support the idea of merging the Baton Rouge Police Department and the East Baton Rouge Sheriff's Office into a single law enforcement entity; we discovered that residents would be willing to pay a toll for the road they're on if it means bypassing the traffic that paralyzes College Drive and Essen Lane; and our poll shows that East Baton Rouge is trending in the same direction as the rest of the nation toward approval of same-sex marriage.

Year after year, we've found that the people here are impatient with the pace of progress in Baton Rouge, which we see as a desire to make their community better. They've demonstrated that desire by expressing their willingness to support—and pay for—improved infrastructure, a livelier downtown, better parks, and other amenities that improve the quality of life here.

Policy making must be more than a matter of best guesses. CityStats ensures that the people of East Baton Rouge don't have to settle for anything less than the facts. You can download digital copies of this year's report at BRAAF.org in the "News" section.

I want to thank Newton Thomas, a Foundation donor, for underwriting CityStats. His annual contribution through the Newton B. Thomas Support Foundation pays for the report and for other valuable research carried out under the CityStats project.

A handwritten signature in white ink that reads "Matthew G. McKay". The signature is written in a cursive, flowing style.

Matthew G. McKay

Chair, Baton Rouge Area Foundation

CULTURE & RECREATION

Overall, total visits to cultural facilities were level from 2011 to 2012, but more people last year attended cultural events—parades, football games, festivals. Total circulation at the library was flat, but digital downloads continued to soar with the spread of electronic readers and more available books.



CULTURAL VISITS

Attendance at cultural facilities

(Louisiana Art and Science Museum, LSU Museum of Art, Manship Theatre, USS Kidd, Baton Rouge Zoo)

2008	2009	2010	2011	2012
563,192	559,916	553,902	549,052	550,137

The parish's population is rising, but collective visits to museums and other cultural gathering places isn't keeping up. Among the bright spots was the USS Kidd with 11% more visitors in 2012 than 2011. The Manship Theatre had an uptick of 6% to 37,999 visitors in 2012. Baton Rouge Zoo's attendance dropped 3% to 246,209, back to levels before two better years attributed to the opening of the Realm of the Tiger exhibit.

Attendance at cultural events (Percentage of respondents who said they attended)

The good news: People who live in the parish are supporting cultural events, the places that all types of people gather to enjoy themselves—and maybe learn a little about each other along the way. College sports, more than anything, bring us together as a community. Mardi Gras parades follow close behind.





LIBRARY USE

Total circulation

2008	2009	2010	2011	2012
2,231,974	2,284,918	2,392,827	2,340,208	2,338,802

Total circulation is printed books, CDs and digital downloads of books, video and audio.

Digital circulation



Amount of park land in East Baton Rouge Parish, relatively unchanged in three years. The vast amount of BREC's park land is outside the city limits. Within the city limits, 2.8% of land was dedicated for parks, compared to the national median of 8.2% as measured by The Trust for Public Lands. Baton Rouge was near the bottom in park acreage among cities its size. At 28% of the city, Albuquerque was No. 1.
Source: BREC, Trust for Public Lands

[culture & recreation]

WHAT EBR WANTS TO BE: CityStats indicators measure how well the parish is doing compared to the vision of the future established in public meetings when this project began in 2008. Here is the vision for Culture and Recreation: East Baton Rouge appreciates its heritage with all of its character, charm and cultural traditions, and celebrates the joys of its friends, families, football and food. The community values and preserves its historical assets, museums and theaters; at the same time, the community embraces new cultural and recreational opportunities with an openness for excellent and diverse opportunities for arts, recreation and entertainment available to all residents. Baton Rouge supports a wide variety of family-friendly and inclusive recreation activities, from youth sports to hunting and fishing.

ECONOMY

The economy of East Baton Rouge is more durable than most areas because of diversification and being the nexus of a metropolitan region. Employment is spurred by petrochemicals, health care, local and state government, retail and two universities. East Baton Rouge's unemployment rate has remained lower than the national average throughout the recession. One of the problems for the parish is income disparity.



NET MIGRATION

The number of people moving into the parish versus leaving the parish has been a problem for East Baton Rouge. Good news in 2011, as people migrated into the parish. Source: U.S. Census Bureau

2007	2008	2009	2010	2011
-661	91	85	-624	1,414

Unemployment rate

The unemployment rate here has been lower than the national average because of the diverse economy, the growing health care market and relatively steady employment in the petrochemical sector.

Source: U.S. Census Bureau

2007	2008	2009	2010	2011
3.6%	4.2%	6.00%	7.20%	7.20%

Residential building permits

Source: EBR government

2007	2008	2009	2010	2011
2,157	2,049	2,184	1,964	1,556

Adjudicated properties

Adjudicated properties declined as the East Baton Rouge Redevelopment Authority began to put some back in commerce. Warning, though, it's believed that thousands of properties are not counted as adjudicated. Many people work in downtown, but live far away, presenting an opportunity to gain population in areas near the central business district through redevelopment of properties. Source: EBR government

2008	2009	2010	2011	2012
4,389	6,746	7,408	7,965	6,483



[economy]

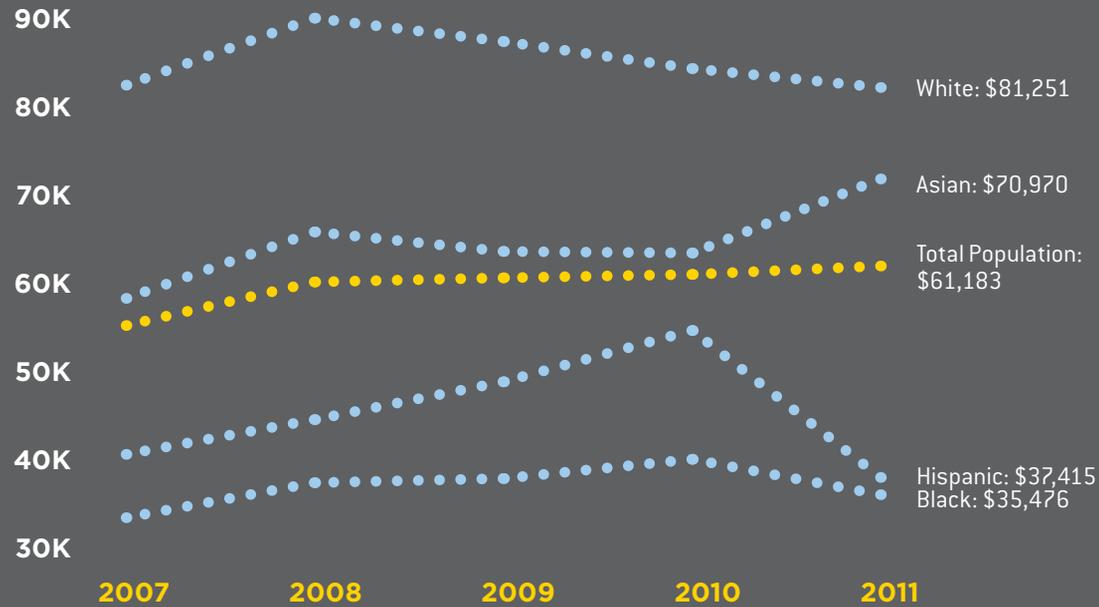


PATENTS 115

Number of patents issued to people or businesses in the parish in 2012, a measure of innovation and the new economy. The number is the highest since 2003, but small when compared to most cities.

Median family income

One of the problems for the parish is income disparity. Median family income for African Americans was \$35,476 in 2011, down 10% from the prior year. At \$81,251, median family income for whites was more than double that of African Americans.



WHAT EBR WANTS TO BE: CityStats indicators measure how well the parish is doing compared to the vision of the future established in public meetings when this project began in 2008. Here is the vision for the Economy: East Baton Rouge has a broad, diversified economy providing jobs at high wages for its residents. The region supports and retains an educated and flexible workforce and employment opportunities that match local skills. Economic growth is managed responsibly to ensure the sustainability and the economic vibrancy of all parts of the region. Residents can enjoy a range of housing opportunities and choices to meet all needs, and all neighborhoods thrive.

SCHOOL ENROLLMENT

	2008	2009	2010	2011	2012
East Baton Rouge Parish	44,168	42,643	43,156	43,303	42,889
Private schools	18,511	18,099	17,726	17,186	16,934
Zachary	4,648	4,958	5,014	5,268	5,235
Central	3,655	3,828	4,034	4,084	4,068
Recovery School District	1,288	4,371	2,527	2,526	2,112
City of Baker	1,842	1,967	1,900	1,794	1,789

GRADUATION RATES

Welcome news for education in East Baton Rouge is that fewer children are dropping out of high school. About 5% of high school students left in 2011, maintaining the 2010 level and improving over 2009, when the dropout rate was 8.7%. Source: Louisiana Department of Education

College graduates (Statistic is for population over 25)

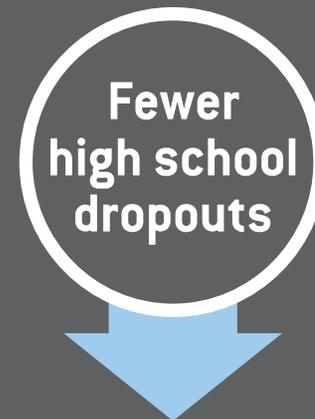
2007	2008	2009	2010	2011
32.4%	32.2%	33.4%	34.7%	33.5%

High school graduates (statistic is for population over 25)

2007	2008	2009	2010	2011
86.4%	87.4%	88.6%	88.0%	87.3%

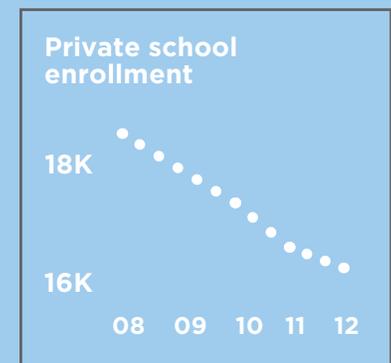
High school dropouts

2007	2008	2009	2010	2011
9.8%	10.2%	8.7%	5.0%	4.9%



EDUCATION

The total number of children enrolled in schools in East Baton Rouge—both public and private—has bumped down 4% since 2007, while surrounding parishes continue to grow. EBR is down because fewer students are attending private schools and the Baker school system. Enrollment at once fast-growing systems of Zachary and Central has leveled. The East Baton Rouge school system is maintaining its enrollment base.

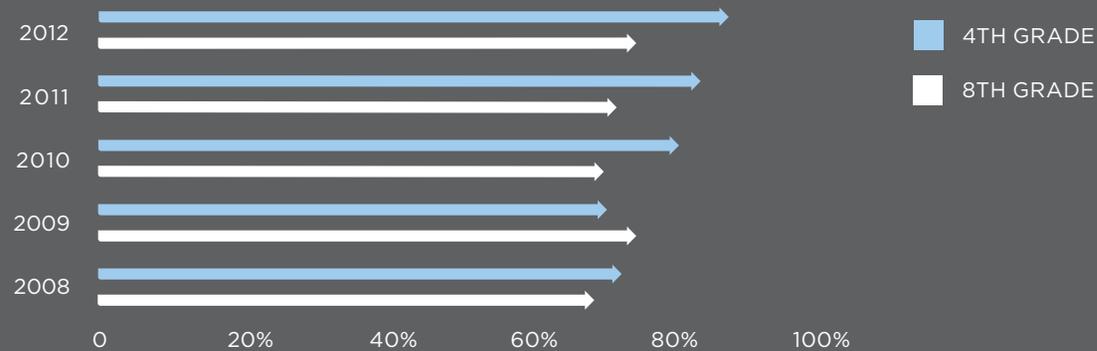


As measured by the standardized LEAP test, elementary public schools are steadily improving their performance: 85% of students passed in 2012, 82% in 2011. In 2007, only 74% passed the test.

The middle school report card is not so rosy. Seventy-six percent of eighth graders passed LEAP, about the same percentage over four years. They are doing better in social studies and science, but struggling in English and math.

[education]

Leap test passage rate Source: Louisiana Department of Education



WHAT EBR WANTS TO BE: CityStats indicators measure how well the parish is doing compared to the vision of the future established in public meetings when this project began in 2008. Here is the vision for Education: East Baton Rouge celebrates its wealth of educational assets. Its schools provide high-quality education and prepare students for a lifetime of success and social responsibility. Children arrive at school ready to learn, perform well in school and continue on to higher education or other community opportunities to learn. Parents value their children's education, and the community values and supports local educators. Education and training institutions provide Baton Rouge's adults with opportunities for continued education, including literacy training, developing workforce skills or enjoying lifelong learning.

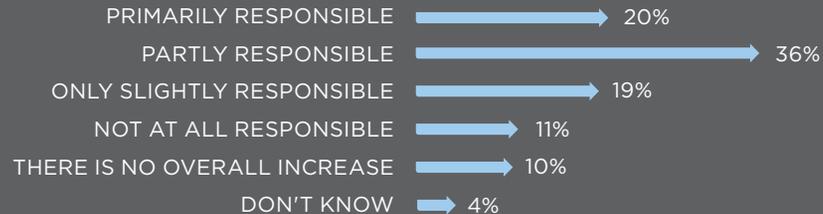
GLOBAL WARMING

Overall, the world has gotten warmer in the last century. In the last decade, surface temperatures have been stable, but the deep oceans are heating up, causing thermal expansion that produces higher seas. Our poll shows that East Baton Rouge residents agree with scientists: The planet is in a period of global warming and that humans are responsible for it. Respondents want government to do more to regulate emissions. Source: CityStats survey

Do you believe we are currently in a period of global warming?

YES 58% **NO 35%**
Don't know 7%

To what extent do you think human activity is responsible for causing an overall increase in global temperatures?



In your opinion should the government do more or less to regulate emissions that some people believe are responsible for global warming?

Do more 63%
Do less 27%
Don't know 9%

[environment]

ENVIRONMENT

Baton Rouge residents believe global warming is real and want the government to regulate emissions. To them, litter is becoming more of a problem. Doing their part, residents recycled more in 2012.

LITTER AS A PROBLEM 3.51

...on a five-point scale, where 5 equals litter being a "serious problem" in the parish. More than half said that litter was either a "serious" problem or a "very serious" problem. They perceive that the parish is dirtier than last year, when they rated litter at 3.4. Source: CityStats survey

RECYCLING

Recycling is correlated with the economic cycle. It declines during recessions as people buy less; rises during periods of prosperity in tandem with consumption. Source: EBR Public Works

Residential curbside recycling (in tons)



Commercial recycling (in tons)



Total residential recycling (curbside and other waste, in tons)



TOXIC RELEASES

Toxic releases declined 13% in 2011 over the previous year. They were also down that amount from the 10-year average. Toxic air pollutants in 2011 declined 7% from the year before. No real improvement in this indicator over six years, as the 2011 amount was higher than in 2006.

Source: La. Department of Environmental Quality

All toxic releases (measured in pounds)

9,183,812

Toxic air pollutants

4,188,803

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POLITICAL IDEOLOGY

Some poll questions in our past surveys have hinted that Baton Rouge is not as conservative as people believe. So we directly asked respondents this year to identify where they land on the political spectrum. About 44% responded they were either conservative or very conservative, while 20% say they are liberal or very liberal. Nearly one-third are moderates. Source: CityStats survey

How would you identify yourself. Are you...?

VERY LIBERAL

5%

LIBERAL

16%

MODERATE

31%

CONSERVATIVE

28%

VERY CONSERVATIVE

15%

35 TO 44 YEAR OLDS The greatest number of "very liberal": 10%
25 TO 34 YEAR OLDS The greatest number of "moderates": 37%
55 TO 64 YEAR OLDS The most "very conservative": 25%

36%

Percentage of college graduates who say they are moderates, the most in the education demographic.

19%

Percentage of high school graduates who were very conservative, the most in the education category.

BELIEF IN EVOLUTION

Nearly half the people in our poll don't agree with the theory of evolution, a sentiment that tracks national polls across decades. In our CityStats survey, this opinion generally crosses demographic categories—age, gender, race and education levels.

Do you completely agree, mostly agree, mostly disagree or completely disagree with this statement. Evolution is the best explanation for the origins of human life on earth?

COMPLETELY AGREE

18%

MOSTLY AGREE

26%

MOSTLY DISAGREE

14%

COMPLETELY DISAGREE

34%

DON'T KNOW/NOT SURE

8%

GOVERNMENT & CIVIC PARTICIPATION

Residents of East Baton Rouge remain restless. They tell our pollsters that the pace of progress is too slow. Meanwhile, the percentage who believe they have little or no influence over elected officials was smaller in this year's survey, and a larger number responded that their neighborhoods were getting better. As for rating government services, BREC, the library system and the fire department received high marks again, while the police and sheriff's office reversed a three-year downward slide. Meanwhile, Baton Rouge may not be as conservative as is widely believed.

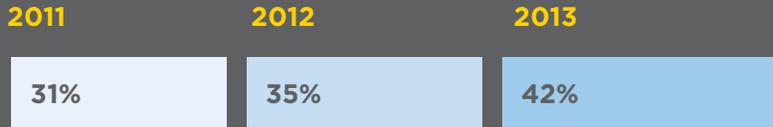
PROGRESS
56%
 too slow

Percentage of people in the CityStats survey who told our pollsters that the pace of progress is too slow, unchanged from last year. Two surveys ago, 60% said the pace of progress was too slow.

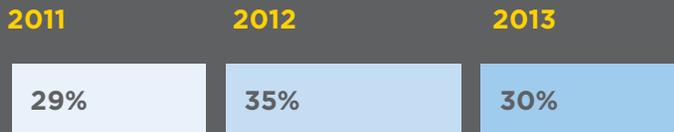
THEIR NEIGHBORHOODS

From your own personal experience, would you say that the immediate area where you live is getting better or getting worse as a place to live? Source: CityStats survey

GETTING BETTER



GETTING WORSE



NEITHER



Did not respond—not shown

HELPING OTHERS

In the past year, have you donated time to any charitable, civic, religious or other volunteer organizations without receiving any money or tangible benefits? (Percentage saying yes) Source: CityStats survey



PEOPLE WANT A BETTER PARISH ARE LEADERS RESPONDING?

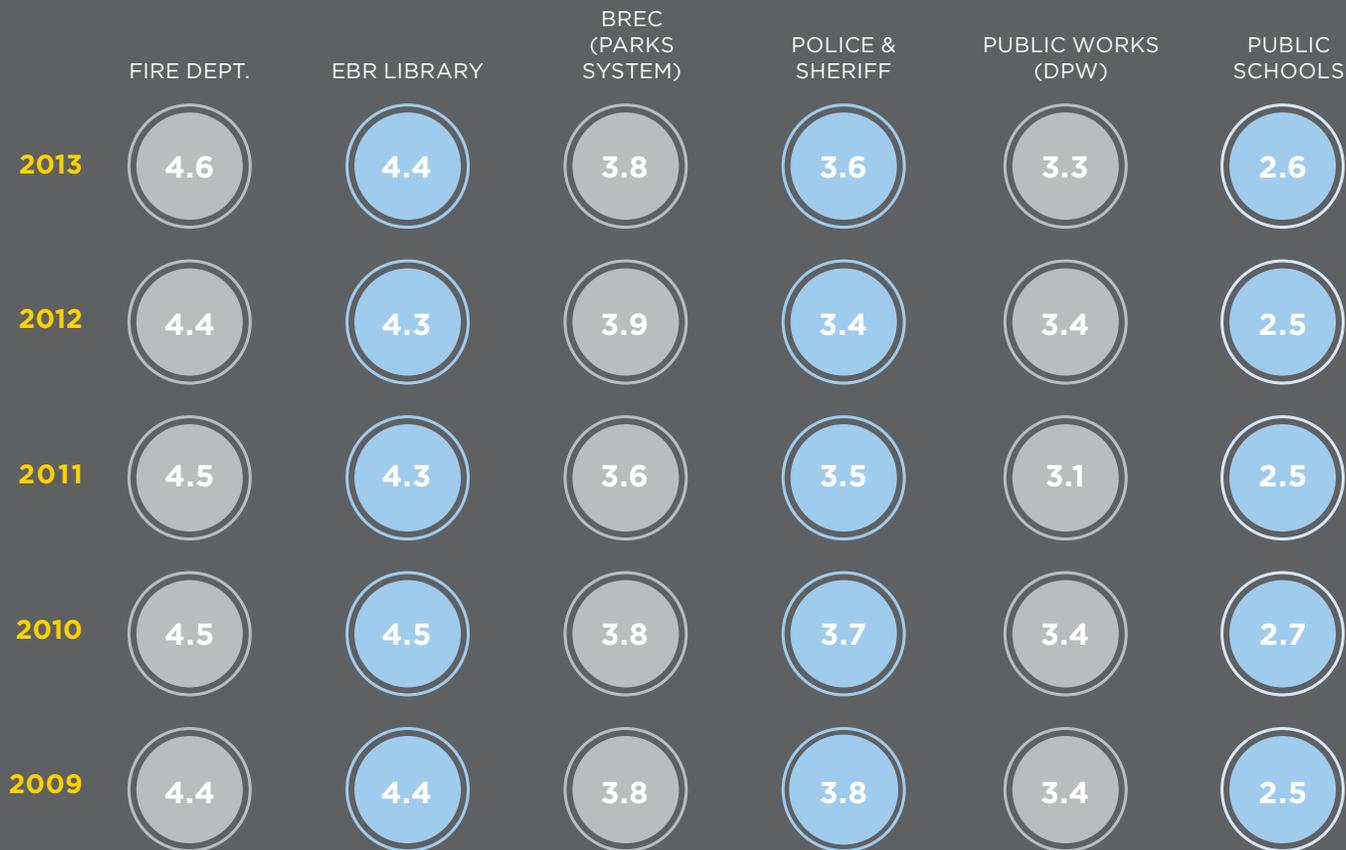
As a resident of Baton Rouge, what level of influence do you feel ordinary citizens have on leaders in your city-parish government?

There is good and bad news for EBR government. 48% of residents in the 2013 survey believe they have little or no influence over their government officials. In last year's report, it was 55%. Certainly an improvement, but a plurality continues to believe that government is not listening. 44% now believe they have moderate influence over the elected, an improvement over 38% the year before. Source: CityStats survey

RATING GOVERNMENT SERVICES (5 = EXCELLENT / 3 = AVERAGE / 1 = POOR)

Who doesn't love the fire department? Fire departments in the parish rated 4.6 on a five-point scale, where 5 is excellent and 1 is poor. Year after year, respondents give their fire department high marks. Baton Rouge's fire department has the International Standards Organization's top rating.

The library has gotten some grief for construction delays of the Rouzan branch and the building of a replacement downtown branch, but people continue to give the system high marks. Meanwhile, the Baton Rouge police department and sheriff's office reversed a three-year slide in the poll, which was in the field when the police rolled out Project BRAVE to try to reduce violence and the high murder rate. Source: CityStats survey

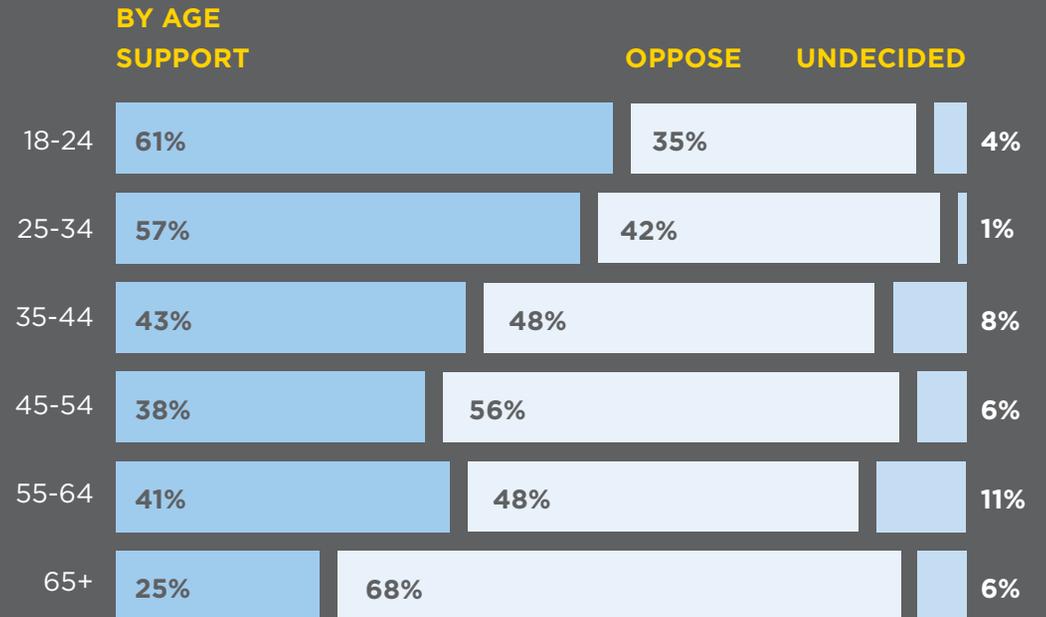
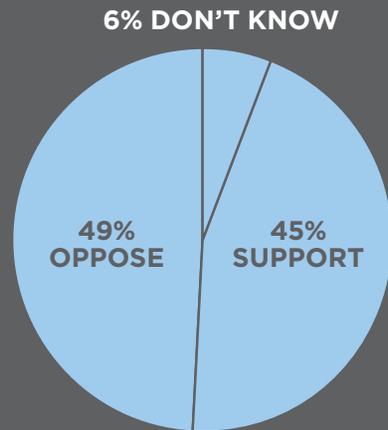


[government & civic participation]

LEGALIZING MARIJUANA

Wishing to reduce crime and incarceration and to raise taxes, voters in Colorado and Washington last November legalized the growth, sale and possession of small amounts of marijuana. All other Western states, except Oregon, now permit sale and possession of marijuana as medicine. Mississippi is the only Southern state to decriminalize marijuana possession. We wondered where East Baton Rouge stood on the question of legalizing possession. By a small margin, residents of East Baton Rouge are against the idea. Over time, support for legalization may grow in East Baton Rouge as our survey shows younger people are for it. Source: CityStats survey

Do you support or oppose legalizing small amounts of marijuana for personal use?



WHAT EBR WANTS TO BE: CityStats indicators measure how well the parish is doing compared to a vision of the future established in public meetings when this project began in 2008. Here is the vision for Government and Civic Participation: East Baton Rouge's strength is in its people, and its diverse and spirited residents are actively engaged in the governance of their community. Governing bodies throughout the region work together for the common good, and are responsible and responsive to local needs. Baton Rouge retains the connectedness of a small-town feel while planning together for a smart-growing region. Local government is open, inclusive and ethical, and provides high-quality services for all residents.

NEW HIV CASES

In recent years, Baton Rouge has been either No. 1 or No. 2 in new HIV cases. AIDS rates in the parish have also topped cities of comparable size. Poverty, education and stigma are among reasons for the high rate. The greatest number of cases is among black men, who mostly contract the disease in prison and spread it in the population upon release.

2008	2009	2010	2011	2012
258	250	243	248	230

[health]

NEW CASES OF SEXUALLY TRANSMITTED DISEASES

	2008	2009	2010	2011	2012
SYPHILIS	58	40	43	54	46
GONORRHEA	1,000	923	957	1,015	788
CHLAMYDIA	2,307	2850	3227	3,284	2,273

DEATH RATES BY DISEASE Deaths per thousand people

	2006	2007	2008	2009	2010
CANCER	1.76	1.71	1.79	1.67	1.65
HEART DISEASE	2.07	1.94	1.82	1.70	1.83
DIABETES	0.09	0.08	0.10	0.08	0.08

Cancer death rates are down



HEALTH

The number of people contracting HIV dropped in 2012, but remained among the highest rates in the country. Cancer and diabetes deaths declined in 2010, but the number of people dying from heart disease increased for the first time in five years.



U.S. RATE
6.14
2010

RATE IN EBR
11.3
2010

INFANT MORTALITY RATE Deaths within 12 months per 1,000 live births

The U.S. rate was 6.14 in 2010, the lowest in history. Better prenatal care and fewer premature births are reasons for the decline. The rate in EBR, though, hasn't dropped and is nearly double the national average.

2006	2007	2008	2009	2010
11.25	10.7	9.7	11.9	11.3

WHAT EBR WANTS TO BE: CityStats indicators measure how well East Baton Rouge is doing compared to the vision of the future established in public meetings when this project began in 2008. Here is the vision for Health: East Baton Rouge residents live healthy, active and productive lives, and understand what they need to do to take care of their bodies and their wellness across their full lifespan. All residents have access to first-class health care, including mental health assistance and a level one trauma center; preventive health care and good behavioral choices result in lower rates of preventable disease and mortality.

BR AIRPORT TOTAL PASSENGERS

Airport use has climbed with the addition of US Airways and expansion of service by other airlines. New Orleans airport is still a big draw for EBR passengers because of non-stop flights and discount carriers.

Source: Baton Rouge Metropolitan Airport

2008	2009	2010	2011	2012
801,627	708,669	778,587	809,851	826,488



BURDEN PARKWAY

The parish's new comprehensive plan includes a road that would run along the edge of Burden Plantation to connect Kenilworth Parkway with Corporate Boulevard. The survey found a majority would pay a toll to use such a road. Source: CityStats survey

If there was a toll road built to avoid traffic on Essen Lane or College Drive to reach Corporate Boulevard, how much would you pay to use it?

50¢	\$1	\$2	NO TOLL	DON'T KNOW
26%	24%	7%	41%	2%

[infrastructure]

INFRASTRUCTURE

More people are flying from the Baton Rouge airport. The bus system is set to expand after a tax passed in 2012. What's more, our survey shows a majority would pay a toll to bypass traffic on two of the busiest streets in the parish. There is, though, very little space to ride a bike safely to work or for recreation, and the work commute time within EBR is about the same.

44,027

Average weekly ridership in 2012 for Capital Area Transit System, the bus service for the parish. Ridership was about the same as the year before. This number will be watched, as the system is set for an expansion of routes and a reduction of wait times from 75 minutes to 15 minutes, all paid for through a tax approved in 2012. Source: Capital Area Transit System

BIKE TRAILS

BREC is building a two-mile trail from Siegen Lane to the Mall of Louisiana, and the Downtown Development District is connecting downtown to City Park, but, all told, the entire parish has only 30 miles of biking and hiking trails. There is a strong desire for trails: 65% in a CityStats 2011 survey said they wanted local government to pursue a parishwide network of them. But there is no overarching plan or dedicated funding for such a project. Meanwhile, Austin has more than 1,000 miles of trails. Source: BREC, EBR government

BATON ROUGE
30
MILES

AUSTIN
1000+
MILES

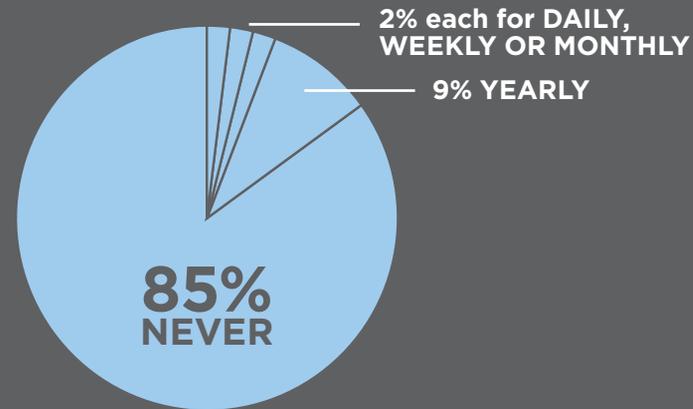
WORK COMMUTE IN MINUTES Source: U.S. Census Bureau

2007	2008	2009	2010	2011
23.9	23.2	22.6	22.5	22.3

RIDING THE BUS

Over the past year, how often have you ridden a public bus in Baton Rouge?

Source: CityStats survey

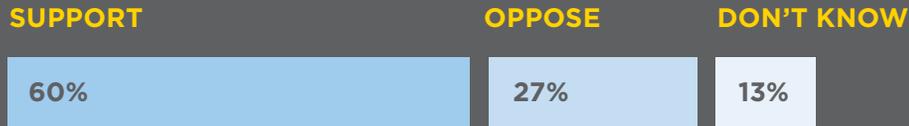


WHAT EBR WANTS TO BE: CityStats indicators measure how well East Baton Rouge is doing compared to the vision of the future established at public meetings in 2008. Here is the vision for Infrastructure: The region enjoys a superior multimodal transportation system, with excellent infrastructure that meets the needs of local residents, businesses, travelers and visitors. Public transit and green transportation are preferred options for all residents, and the community is pedestrian- and cyclist-friendly. The physical infrastructure of the community is able to meet resident needs. Stormwater and related systems are in place to prevent public health emergencies and flooding.

CONSOLIDATION OF SECURITY FORCES

Baton Rouge has many police departments. The two largest—the EBR sheriff’s office and the Baton Rouge Police Department—overlap in some areas. Some EBR Metro Council members are exploring whether the departments should be combined into one. Our poll shows strong majority support for consolidation, and the support bridges all demographics. Source: CityStats survey

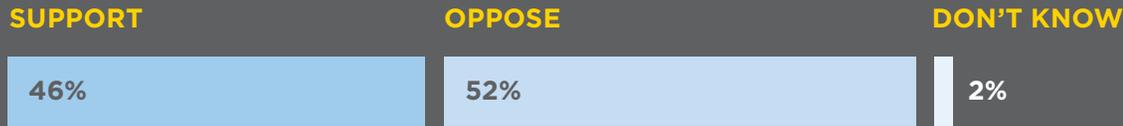
Do you support or oppose the consolidation of the local police and sheriff’s office?



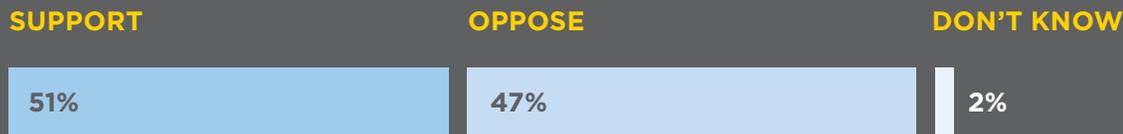
GUN CONTROL

With gun control a national issue, we asked whether there was a desire for stronger gun measures in the parish. People don’t want an assault weapon ban, but are supportive of a limit on magazines. Women and African Americans supported a ban on assault weapons, as did all age groups over 45. The strongest opposition to a ban on assault weapons (60%) was among men. At the same time, men support a ban on high-capacity magazines, 50% to 48%. Source: CityStats survey

Would you support or oppose a parish-level ban on the sale and possession of assault weapons?



Would you support or oppose a parish-level ban on high-capacity magazines for guns—meaning magazines capable of holding more than ten bullets?



PUBLIC SAFETY

Overall, crime levels were about the same. Fewer people were afraid of being victims, but there remains widespread fear about crime in the community. Our poll shows that people want consolidation of security forces, and are marginally against an assault weapon ban but favor restricting the size of ammunition magazines.

25

Percentage who said they were a victim of crime in the previous year, where the crimes are defined as money or property stolen, property vandalized, home broken into, car stolen, or personal assault or attack. The percentage hasn't varied much over four years. In the 2012 report, 23% said they were crime victims.

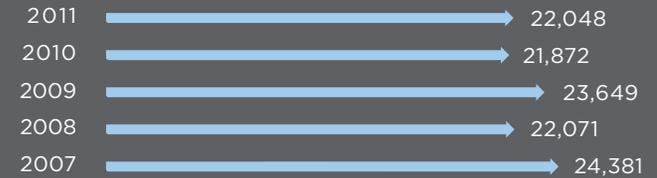
CRIMES

In 2011, Baton Rouge had among the highest murder rates in the country. Total violent crimes, though, fell slightly in 2011, extending a two-year trend. An increase in non-violent crimes caused a bump in total crimes in 2011. Source: FBI

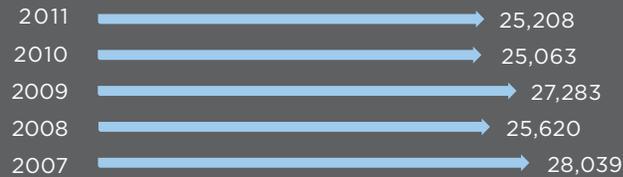
Violent crimes



Nonviolent crimes



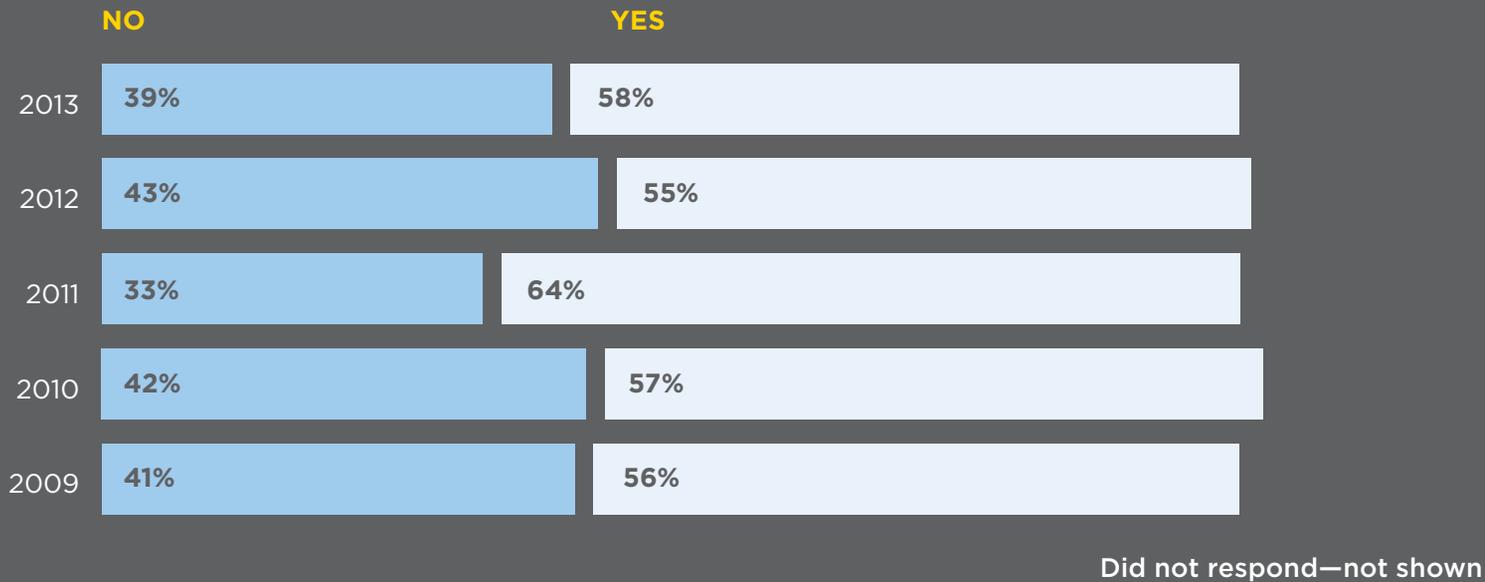
Total crimes



Violent crimes by jurisdiction

	2007	2008	2009	2010	2011
CITY OF BATON ROUGE	2,615	2,690	2,823	2,553	2,468
EBR SHERIFF	925	766	682	539	536
ZACHARY	39	48	36	44	88
BAKER	51	24	41	23	26
LSU	19	16	39	19	27
SOUTHERN UNIVERSITY	9	5	13	13	15

Do you feel safe walking alone at night in your neighborhood? Source: CityStats survey



57

Percentage who are concerned they or their family members would be crime victims in the coming 12 months. That was an improvement over 62% the year before, so people are a little less scared. (The percentage is the sum of “much more concerned” and “somewhat more concerned” of victimization in upcoming year.) Source: CityStats survey

TOTAL TRAFFIC ACCIDENTS Source: LSU Highway Safety Research Group

2008	2009	2010	2011	2012
21,881	21,086	19,940	20,268	19,255

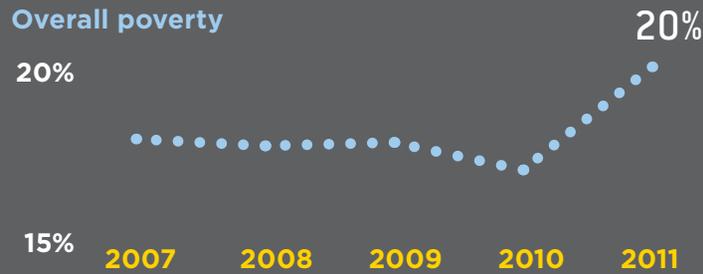
WHAT EBR WANTS TO BE: CityStats indicators measure how well the parish is doing compared to a vision of the future established in public meetings when this project began in 2008. Here is the vision for Public Safety: East Baton Rouge residents enjoy a safe, inviting environment throughout the community: at home, in the workplace, and on the roads. Crime rates are low, and the community assists with law enforcement in prevention activities and rehabilitation of former offenders. Fire, rescue, police and other agencies work together cooperatively across the region. Area youth reach their potential and become productive members of the community. The region is prepared for disasters and responds quickly and effectively to all emergency situations.

SOCIAL WELL-BEING

Poverty is the cause of many troubles in East Baton Rouge. The rate here is nearly four points higher than the national average, and there is more extreme poverty in EBR than in areas of similar size. Nearly one of three children were poor in 2011, 3 points more than the year before and the highest level since 2005. On a better note, fewer teens are giving birth in EBR, a trend that started nearly 20 years ago. And for the first time, our poll shows a switch – more people are for same-sex marriage than against it.

POVERTY Source: U.S. Census Bureau

Overall poverty



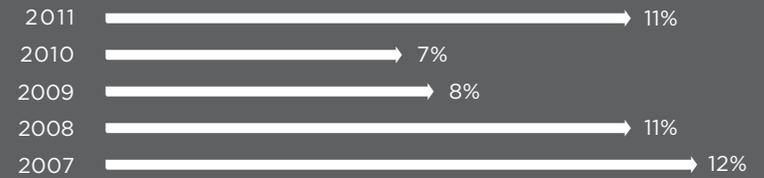
Poor by race



Poor children (under 18)



Poor seniors (over 65)



MONEY FOR NECESSITIES

Below are percent of respondents who couldn't afford food, a home or health care for themselves or their families in the 12 months before the CityStats poll was taken. The percentages are nearly the same as the year before. Source: CityStats survey



[social well-being]



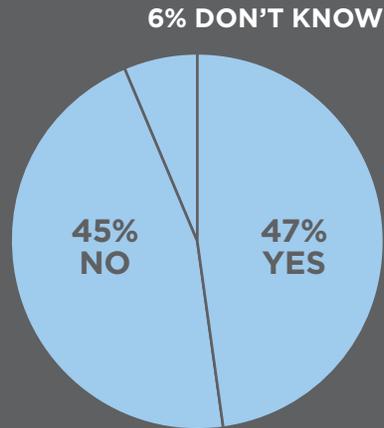


The same result as last year and a bit higher than the previous two years. Fifty-four percent of African Americans said racism is a problem, compared to 33% of whites. Fifty-one percent of people over 65 said racism is a problem, compared to 38% of people 18 to 24.

SAME-SEX MARRIAGE

For the first time in the three years this question has been asked, more EBR residents are for same-sex marriage than against it. A four-point swing from the previous poll raised support to 47%. Baton Rouge is mirroring the nation, where more and more people support same-sex marriage. A CBS poll in March put national support at 53%. Meanwhile, the Louisiana Survey in spring revealed support at only 39%, with opposition at 56%. Source: CityStats survey

Should gays and lesbians have a constitutional right to get married and have their marriage recognized by law as valid? (Refused to answer not shown)



MORE RESPONSIBLE TEENS

Over 20 years, the teen birth rate in America and in East Baton Rouge has been declining, a result of wider use of contraception and lower sexual activity among teens. The 3.44% rate in 2011 was an improvement over 3.94% in 2010 and 4.2% in 2009. Source: U.S. Centers for Disease Control

Percent of 15-19 year-old girls in EBR having children in 2011:



WHAT EBR WANTS TO BE: CityStats indicators measure how well East Baton Rouge is doing compared to the vision of the future established in public meetings when this project began in 2008. This is the vision for Social Well-being: East Baton Rouge shares a sense of the greater community and a positive self-identity, enhanced by the spirit of volunteerism and philanthropic giving of its residents and businesses. Community-based organizations provide quality services to all in need. The most vulnerable populations in the community are respected, empowered and supported. Racial, ethnic and other differences no longer divide but enrich, and all people are accepted and integrated into every aspect of the community.

METHODOLOGY

The Baton Rouge Area Foundation began CityStats in 2008 with a wide call for public meetings to create an indicators project. Our goal was to measure East Baton Rouge's strengths and weaknesses, a means to guide our fund donors and the Foundation's efforts to create a better, more equitable EBR.

Three times in 2008, hundreds of residents joined us to learn about indicators, define visions for the community and pick indicators that could — if acted upon — propel Baton Rouge to a higher quality of life. A veteran from the Jacksonville Community Council refined the indicators, making sure they matched the desired outcomes defined at the community meetings.

With indicators in hand, the Baton Rouge Area Foundation each year hires the Baton Rouge Area Chamber to gather data for the reports. The indicators are from government agencies and civic groups; a poll conducted by the LSU's Public Policy Research Lab provides about half the indicators herein.

KEY QUESTIONS

Why an indicators project?

In 2007, the Foundation began exploring indicators as a means to improve the quality of life in East Baton Rouge. We discovered a growing number of indicators projects across the country and world, and found some had changed their communities for the better. Our research led us to believe an indicators project could make East Baton Rouge a better, more equitable community.

Why only East Baton Rouge Parish?

The indicators only reflect East Baton Rouge because the region's parishes are not alike. Measuring regionally would also obscure what is happening in East Baton Rouge.

What factors are important to know?

- The data provide only numerical indicators of the quality of life. Some

important dimensions of the quality of life are not included because quantitative indicators are not available.

- The indicators do not, by themselves, explain why trends move as they do or what should be done to make improvements. They provide the information needed to generate those conversations and encourage community involvement in improving trends.
- For more information about the indicators, please contact the Baton Rouge Area Foundation at (225) 387-6126 or email mverma@braf.org.

What are quality of life indicators?

Indicators are quantitative measures of the quality of community life.

Indicators that are meaningful and useful reflect a combination of idealism (what we would like to measure) and pragmatism (what we are able to measure).

Taken as a set, CityStats indicators provide a road map for the community, showing where we have been, where we are now and what critical areas need attention if we are to arrive where we want to go.

For the purposes of this effort, "quality of life" refers to a feeling of well-being, fulfillment or satisfaction resulting from factors in the external environments.

For many people, the quality of close interpersonal relationships, rather than the external environments, is the primary factor in determining happiness. Nevertheless, this project concentrates on the external environments, examining the quality of life from a community perspective.

CityStats indicators are in nine categories: Culture and Recreation, Economy, Education, Environment, Health, Infrastructure, Public Safety, Government/Civic Participation and Social Well-being.

Much of the data are obtained from the records and documents of various public and private organizations. We have provided the most updated data for each indicator as of April 2013, when this report was going to press.

An annual opinion survey provides the remaining data. This random tele-

phone survey was conducted for the project by the LSU Public Policy Research Lab. The survey measures citizen opinions and reported behaviors on various quality of life questions. The survey is representative of East Baton Rouge Parish. The sample for this year's survey is 360 land lines and 153 cell phones for a total of 513. The margin of error is plus or minus 4.3%. The poll was conducted in February 2013.

What are criteria for choosing the indicators?

The quality-of-life indicators have been selected and are maintained based on the following criteria.

- **PURPOSE:** The indicator is both meaningful (it provides information valuable for community members to understanding important aspects of their quality of life) and useful (it offers a sense of direction for additional research planning and action toward positive community changes and a means of assessing progress toward these desired changes).
- **IMPORTANCE:** The indicator measures an aspect of the quality of life that a diverse group of people in the community would agree is important in relation to the priorities in the community's shared vision or goals.
- **VALIDITY AND ACCURACY:** If the indicator trend line moves upward or downward, a diverse group of people in the community would agree on whether the quality of life is improving or declining.
- **RELEVANCE:** The indicator measures an aspect of the community's quality of life that the community can improve through public decision making and action at the community level.
- **RESPONSIVENESS:** The indicator trend line responds relatively quickly and noticeably to real changes in the quality of life.
- **ANTICIPATION:** The indicator anticipates future trends rather than reacting to past trends. A "leading" indicator is generally more useful than a "lagging" indicator because it allows a proactive response.

- **UNDERSTANDABILITY:** The indicator measures an aspect of the community's quality of life in a way that most citizens can easily understand and interpret in relation to their own lives.
- **AVAILABILITY AND TIMELINESS:** Data for the indicator are readily available and affordably accessible on an annual basis from a credible public or private source.
- **STABILITY AND RELIABILITY:** Data for the indicators are collected, compiled and calculated in the same way each year.
- **ASSET ORIENTATION:** Where possible, the indicator measures a positive aspect of the community's quality of life (to focus on community assets) and a trend line increase clearly denotes an improvement in the quality of life.

INDICATORS INDEX

CULTURE AND RECREATION

Library circulation—Number of library books and other materials checked out annually through the East Baton Rouge Library system.

Digital downloads—Number of digital downloads of books, audio and video from the East Baton Rouge Library system.

Total attendance at cultural facilities—Combined annual total attendance at the Louisiana Art and Science Museum, USS Kidd, LSU Museum of Art, Baton Rouge Zoo and Manship Theatre.

Attendance at cultural events—Percent in poll saying they attended Live After Five, FestForAll, Mardi Gras parade, Baton Rouge Blues Festival, college sporting event.

BREC trails—Miles of trails in the BREC parks system. The trails are mostly within the parks.

BREC park acreage—Number of acres owned by the parks system.

ECONOMY

East Baton Rouge unemployment rate—Average unemployment in Baton Rouge during each year.

Net job growth—Total number of jobs in East Baton Rouge and increase in number of jobs year over year.

Adjudicated properties—Number of properties controlled by city-parish government for not paying back taxes.

Net migration—The difference between the number of people entering and leaving the parish.

Patents issued—The total number of patents issued to residents of East Baton Rouge.

Median family income—Median is the amount that divides the income distribution into two equal groups, half with income above and half with income below. Family is a household related through blood, marriage or adoption.

Residential building permits—Total number of permits issued by East Baton Rouge government to build houses in each year.

EDUCATION

Population with a bachelor's degree—The percentage of East Baton Rouge residents who are 25 and older with at least a bachelor's degree.

Population with a high school diploma—The percentage of East Baton Rouge residents who are 25 and older with at least a high school degree.

High school dropout rate—Percentage of public school students in ninth through 12th grades who dropped out of school during the year.

High school graduation rate—Percentage of 12th Graders who graduated in four years.

School enrollment—Total enrollment in public school systems and all private schools.

LEAP test passage rate—Percentage passing the state standardized test in fourth and eighth grades.

ENVIRONMENT

Litter as a problem—From the survey, residents rate litter as a problem on a five-point scale.

Curbside residential recycling—Tonnage of recycled material picked up curbside from homes.

Total residential recycling—The amount of all waste recycled by homes. It includes yard, batteries, compost, paint and more.

Toxic air pollutants—Amount of air pollutants released in EBR under a definition by the Environmental Protection Agency.

Total toxic releases—Nearly 650 chemicals and chemical categories that over 23,000 industrial and other facilities manage through disposal or other releases, recycling, energy recovery or treatment. The data are collected by the EPA from industries, including manufacturing, metal and coal mining, electric utilities, commercial hazardous waste treatment and other industrial sectors.

Belief in global warming—In our poll, “yes or “no” on whether the planet is in a period of global warming.

Belief global warming is caused by humans—In our poll, a question to determine if respondents believe that overall global temperature increases are being caused by humans.

Government regulation of emissions—In our poll, we ask whether government should do more or less to regulate emissions that some people believe are responsible for global warming.

GOVERNMENT/CIVIC PARTICIPATION

Pace of progress—Opinion in the CityStats survey of the pace of progress in EBR.

Satisfaction with current neighborhood—How satisfied or dissatisfied residents are with the immediate area where they live. The rating is from the CityStats survey.

Perception of library system—On a five-point scale in the CityStats survey, East Baton Rouge residents graded the service provided by the library system.

Perception of public schools—On a five-point scale in the CityStats survey, East Baton Rouge residents graded service provided by public schools.

Perception of BREC, the parks system—On a five-point scale in the CityStats survey, East Baton Rouge residents graded the service provided by the parks system.

Perception of public works department—On a five-point scale in the CityStats survey, East Baton Rouge residents graded the service provided by the public works department.

Perception of services of fire department—On a five-point scale in the CityStats survey, East Baton Rouge residents graded the service provided by the fire department.

Perception of services of police and sheriff's office—On a five-point scale in the CityStats survey, East Baton Rouge residents graded the service provided by the police and sheriff's offices.

Volunteering—In CityStats poll, the percentage who said they volunteered with a local organization without compensation.

Political influence—From the poll, residents' belief of their influence—or lack thereof—over elected officials.

Police, sheriff consolidation — residents support or opposition to consolidation of local police and sheriff's office.

Legalizing marijuana — From our poll, the level of support or opposition to legalizing the possession of small amounts of marijuana for personal use?

Evolution as human origin — Our survey asked people whether they completely agree, mostly agree, mostly disagree or completely disagree with this statement: "Evolution is the best explanation for the origins of human life on earth"

Political orientation—From our survey, we asked people to identify themselves on the political spectrum from "very liberal" to "very conservative."

INFRASTRUCTURE

Average commute times—Time it takes for East Baton Rouge residents to get to work.

Airport use—Number of passengers to and from Baton Rouge Metro Airport.

Average weekly ridership for bus system—Number of weekly riders using Capital Area Transit System.

Toll Road to bypass traffic—In the CityStats survey, people were asked how much they would pay to use a toll road to avoid traffic on Essen Lane and College Drive. Choices to the question were 50 cents, \$1, \$2 and nothing.

HEALTH

Newborns with healthy birth weight—Percent of babies weighing more than 5 pounds, 8 ounces at birth, which is considered a healthy weight.

Mortality rates—Deaths per thousand parish residents from cancer, heart disease and diabetes.

Infant mortality rate—Number of deaths per thousand of infants under 12 months of age.

New cases of sexually transmitted diseases—Number of new cases of HIV, syphilis, gonorrhea and chlamydia.

PUBLIC SAFETY

Victim of crime—In survey, the percentage who said they had money or property stolen, property vandalized, home broken into, car stolen, or had been the victim of a personal assault or attack in the past year.

Violent crimes—Total violent offenses in East Baton Rouge, as reported by LSU, Southern, Baker, Zachary and Baton Rouge police departments and the sheriff's office.

Nonviolent crimes—Total non-violent offenses in East Baton Rouge, as reported by LSU, Southern, Baker, Zachary and Baton Rouge police departments and the sheriff's office.

Total crimes—The sum of violent and non-violent crimes.

Perception of personal safety in neighborhood—In survey, whether respondents feel safe walking alone at night in their neighborhoods.

Concern about criminal activity versus a year ago—Whether CityStats survey respondents are more or less concerned about a crime committed against them or a family member versus a year earlier.

Number of traffic accidents

Assault weapon ban—From our poll, the level of support or opposition to a parish level ban on the sale and possession of assault weapons.

High-capacity magazine ban—From our poll, the level of support or opposition to a parish level ban on high-capacity magazines for guns, meaning magazines capable of holding more than 10 bullets.

SOCIAL WELL-BEING

Gay marriage—In survey, the percentage who support or oppose the law recognizing same-sex marriage as valid and constitutional.

Racism as a problem—In the CityStats survey, residents were asked to rate racism as a problem on a five-point scale where 5 equals big problem and 0 is no problem.

Poverty rates—Percentage of people living in poverty under the federal definition. Federal thresholds for poverty include age of family members and size of family.

Couldn't pay for food within past 12 months—In CityStats survey, residents were asked whether there was a time in the previous 12 months when they didn't have enough money to pay for food.

Couldn't pay for housing within last 12 months—From CityStats survey, percentage who said they didn't have enough money to pay for housing.

Incidents of child abuse—Child abuse incidents reported to authorities.

Teen birth rate—The percentage of teen girls—15- to 19-year-olds—giving birth in the year.

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