

2011

BATON ROUGE
CITYSTATS

Indicators for tracking our quality of life

UNDERWRITTEN BY THE
NEWTON B. THOMAS SUPPORT FOUNDATION
OF THE

*Baton Rouge
Area Foundation*



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TABLE OF CONTENTS

2	About the Foundation
2	About CityStats
3	From the Chair
4	Indicators
4	Culture and Recreation
6	Public Safety
8	Social Well-being
10	Economy
12	Government/ Civic Participation
14	Infrastructure
16	Education
18	Health
19	Environment
20	Details
21	Index

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 \$250 million over 47 years to give people a chance to prosper. We also take on projects that change the direction of the Baton Rouge region, such as revitalizing downtown, spearheading the building of the Shaw Center for the Arts, supporting innovations in public schools and reclaiming inner-city neighborhoods.

The Foundation is funded by generous fund donors and members. Our asset base at year-end 2010 was \$620 million, enough to rank among the 20 largest community foundations in the country. Nonprofits have used Foundation grants to feed and clothe people, protect the abused, preserve the wilderness, support charter schools, buy supplies for teachers, provide land planning and conduct research on health care reform.

With our donors, members and civic leaders, we are in this together—for good.

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.

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 with a related website at BRCityStats.org.

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 Baton Rouge Area Foundation underwrites and produces CityStats. For the reports, the Foundation contracts with the Baton Rouge Area Chamber to provide the research. The survey portion was conducted by the LSU Public Policy Research Lab.

The survey sample is 447 residents representative of the parish population. The margin of error is plus or minus 4.8%. The poll was conducted in January 2011.

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.



People with smartphones and a free QR reader can scan this image to watch a video about the Foundation.

FROM THE CHAIR

Residents of East Baton Rouge appear frustrated about their parish, but they are hopeful as well about the possibilities of improving it. In our CityStats report, they reveal worries over crime, tell us they want traffic to get moving and don't approve of public school performance. Yet, we also find they desire a better community and are even willing to pay more taxes to make it so.

There is much more in this report, including indicators of health, environment, infrastructure and the economy. Overall, CityStats is meant to measure the quality of life in East Baton Rouge. It tells where we are as a community, how far we've come and where we need to go.

At the Baton Rouge Area Foundation, the indicators are among guides of our work. We share this report with Foundation donors and members and with the community, hoping that all of us together can work to improve East Baton Rouge based on the same data.

This year, we have launched a CityStats Facebook page, a vehicle to start conversations around the indicators. At the Facebook page, we also will enlist people to help us create a survey in the fall around the topic: What does East Baton Rouge want?

We encourage you to join us on Facebook. People not on Facebook can send their comments to mverma@braf.org.

I want to thank Newton Thomas, a Foundation donor, and his Newton B. Thomas Support Foundation for underwriting CityStats 2011. The Foundation also thanks the Baton Rouge Area Chamber for compiling the public data and the LSU Public Policy Research Lab for conducting the CityStats survey of parish residents.

Matthew G. McKay
Chair, Baton Rouge Area Foundation

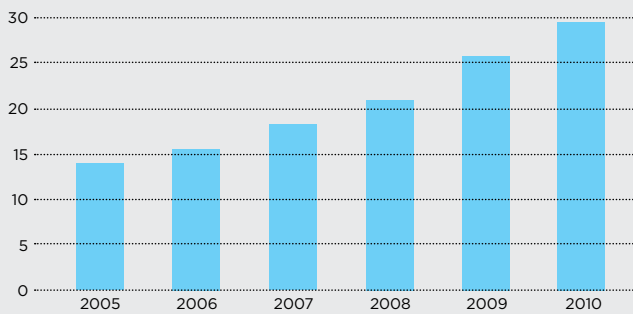


CULTURE & RECREATION

Based on anecdotal evidence, including arguments over a new downtown library, you would think East Baton Rouge doesn't back quality of life projects. But our scientific poll shows otherwise. Meantime, other indicators here reveal Mardi Gras is growing in Baton Rouge and reflect a worldwide trend away from paper books.

RECREATION SPACES

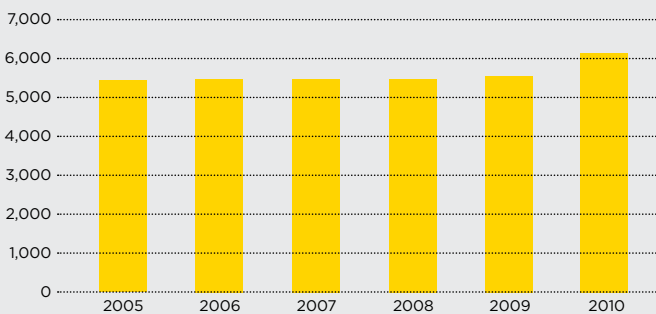
MILES OF BIKING, WALKING PATHS



COMPARE:

Austin—1,450 miles; Memphis—60 miles

PUBLIC PARK ACREAGE



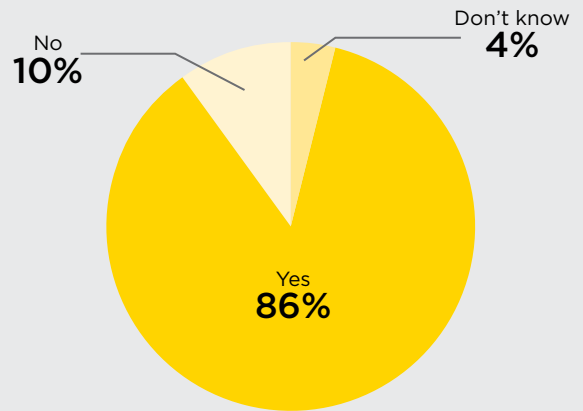
For its parks improvement program, BREC

bought some land in 2010 and is securing more for a future community park. Meanwhile, total biking and walking paths have grown since 2008, but the amount is less than 30 miles.

SOURCE: BREC

QUALITY OF LIFE PROJECTS

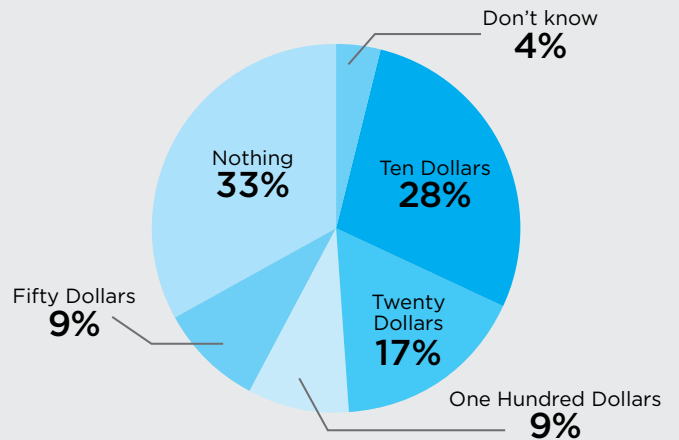
SURVEY RESPONDENTS SUPPORT PUBLIC SPENDING ON QUALITY OF LIFE PROJECTS...



...AND WOULD PAY MORE PROPERTY TAX TO BUILD A PARISHWIDE NETWORK OF PATHS...

63%

...WITH 35% SAYING THEY WOULD PAY AT LEAST \$20 ANNUALLY FOR PATHS.



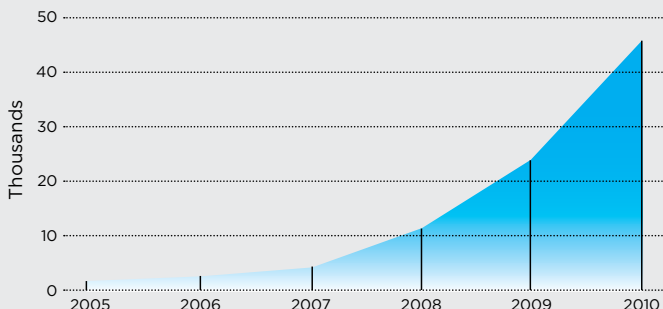
Though Baton Rouge has rejected two bond issues devoted mainly to infrastructure upgrades, **voters have approved separate taxes for new libraries, parks upgrades and school building improvements.**

SOURCE: CityStats Survey

VISION OR WHAT BATON ROUGE WANTS TO BE: East Baton Rouge appreciates its rich 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

EBR LIBRARY

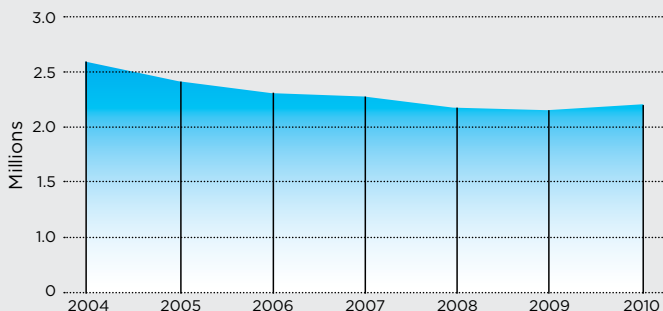
Digital downloads of books and music doubled again in 2010, but are relatively small because Amazon is keeping its Kindle closed to book checkouts.



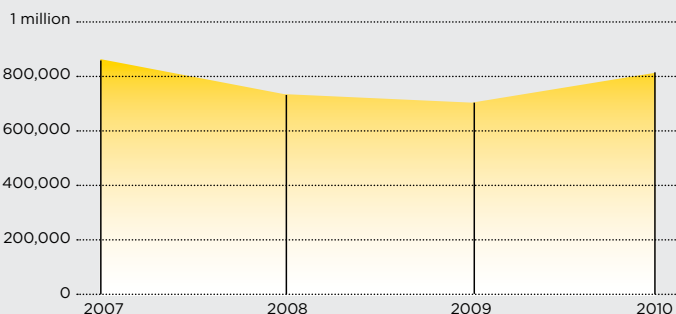
72 million

GLOBAL E-READER SALES IN 2014, UP FROM 11 MILLION LAST YEAR, PREDICTS YANKEE GROUP.

Total library circulation—all books, magazines, digital downloads—grew modestly in 2009 and 2010, as more people went to the library for big events, such as U.S. Census meetings.



Computer logins rose in 2010 as well because more people visited branches



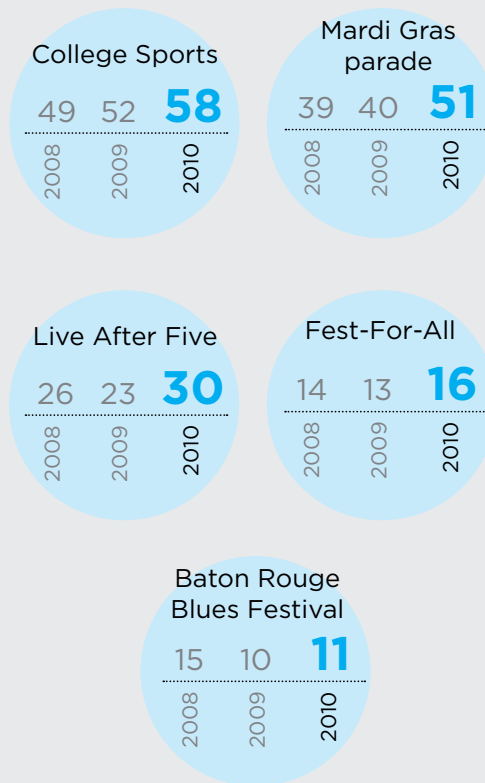
SOURCE: EBR Library

CULTURAL ATTENDANCE

Baton Rouge residents are gathering to celebrate more often at cultural events.

Mardi Gras is growing in Baton Rouge, with nearly half the respondents in our survey saying they partied at a parade in 2010. The love for college sports also continues to grow.

ATTENDANCE AT EVENTS (percent)

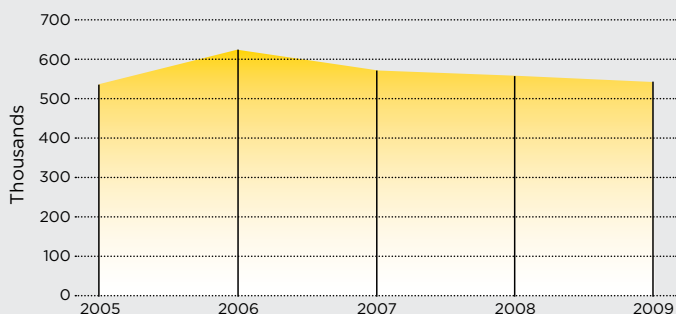


SOURCE: CityStats Survey

But the number visiting cultural facilities has been flat since 2005.

The calculation is for the Louisiana Art and Science Museum, the U.S.S. Kidd, the Baton Rouge Zoo, Manship Theatre and LSU Museum of Art.

ATTENDANCE AT FACILITIES (total)



SOURCE: LASM, Manship Theatre, U.S.S. KIDD, BREC, LSU Museum

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 opportunities to hunting and fishing.

PUBLIC SAFETY

East Baton Rouge is a dangerous place. The murder rate is among the highest in the country. After falling for most of the decade, total crimes rose 6.5% in 2009 to 27,283, or one every 20 minutes. Residents are countering, participating in greater numbers in community safety programs and even levying taxes upon themselves for private security in their neighborhoods. Also, a majority in our survey favor more police cameras.

CRIME

27%

SAID THEY WERE VICTIMIZED BY CRIME IN 2010, UP FROM 25% IN 2009. CRIME IN OUR SURVEY IS DEFINED AS MONEY OR PROPERTY STOLEN, PROPERTY VANDALIZED, HOME BROKEN INTO, CAR STOLEN, PERSONAL ATTACK OR PERSONAL ASSAULT.

SOURCE: CityStats Survey

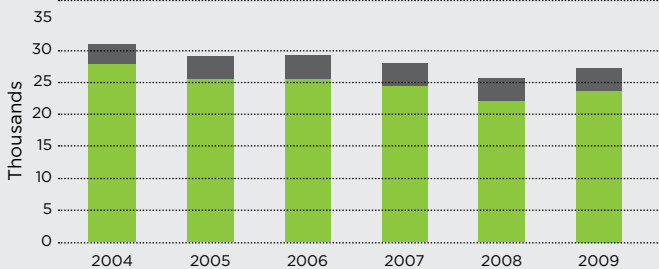


3,634

violent crimes in 2009
10 PER DAY

FBI DEFINES VIOLENT CRIME AS MURDER AND NON-NEGLIGENT MANSLAUGHTER, FORCIBLE RAPE, ROBBERY AND AGGRAVATED ASSAULT.

VIOLENT & NONVIOLENT



Violent crime in Baton Rouge has been relatively unchanged. Total crime declined from 2005 to 2008 but rose again in 2009.

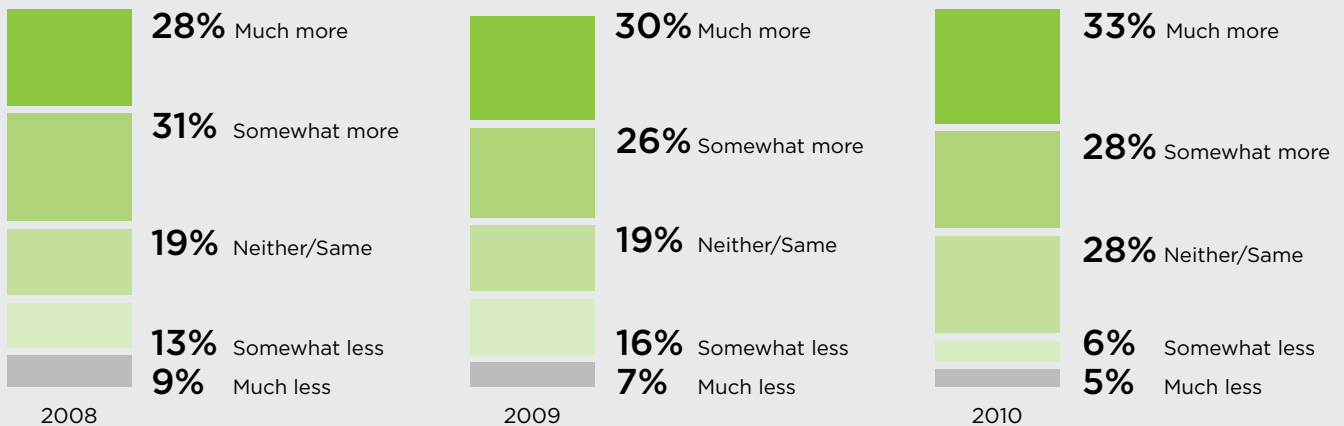
SOURCE: FBI

33%

DON'T FEEL SAFE WALKING ALONE AT NIGHT IN THEIR NEIGHBORHOOD, A CONSIDERABLE **DECLINE** FROM 42% THE YEAR BEFORE AND 41% IN 2008.

But the percentage saying they are "much more" worried about crime climbed in 2009 and 2010.

CONCERNED ABOUT CRIMINAL ACTIVITY



SOURCE: CityStats Survey

VISION OR WHAT BATON ROUGE WANTS TO BE: 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

PARTICIPATION IN COMMUNITY SAFETY PROGRAMS

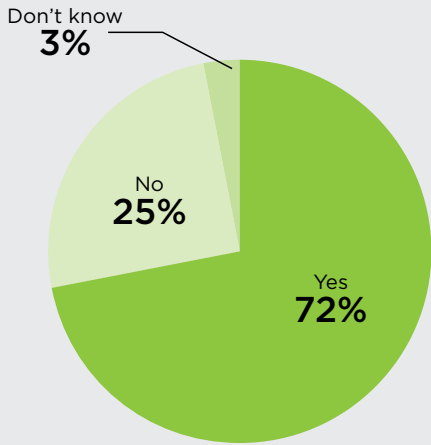


In our survey, the number participating in safety programs has risen over three years. That tracks another response; more neighborhoods are agreeing to property taxes for expanded security services.

SOURCE: CityStats Survey



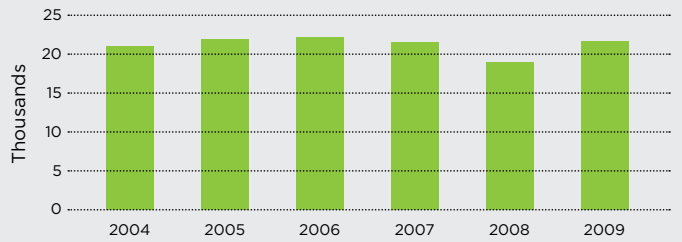
MORE POLICE CAMERAS?



2010

In our survey, cops watching people with crime cameras is OK with respondents.

TRAFFIC ACCIDENTS



2009 TRAFFIC DEATHS



TRAFFIC DEATHS BY AREA



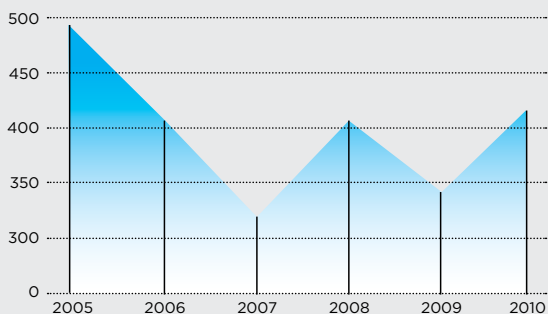
SOURCE: LSU Highway Safety

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

The great divide among the races is apparent in the indicators here. African-Americans believe racism remains a problem in Baton Rouge. Blacks are twice as likely as whites to be poor. Poor people are having a difficult time, with more of them not earning enough to feed themselves.

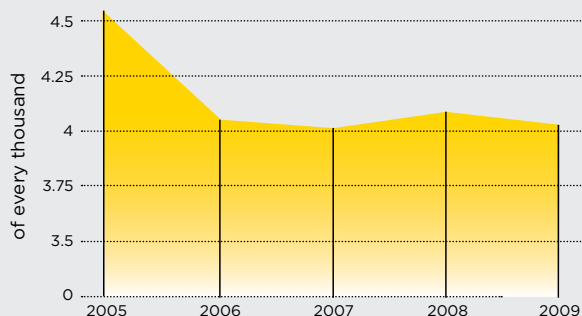
CHILD ABUSE INCIDENTS



Child abuse incidents, which sometimes track a struggling economy, climbed in 2010.

SOURCE: La. Dept. of Social Services

TEEN BIRTH RATE

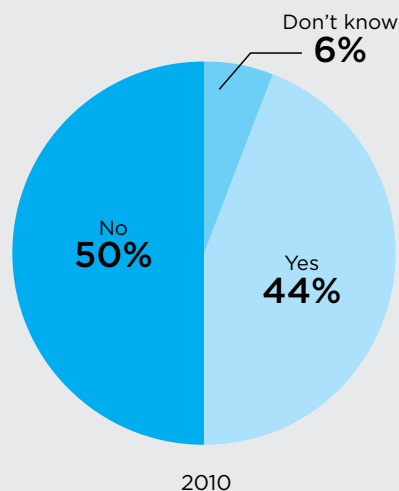


An encouraging decline in the teen birth rate for more than a decade appears to have plateaued. Since 2006, the rate has hovered around 4 percent of 15- to 19-year-olds giving birth. The 2009 rate was 4.2.

SOURCE: U.S. CDC

LEGALIZE GAY MARRIAGE

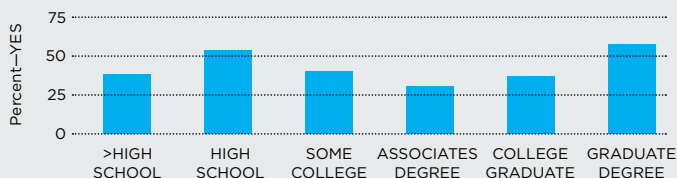
Do you think **gays and lesbians** should have a constitutional right to get married and have their marriage recognized by law as valid?



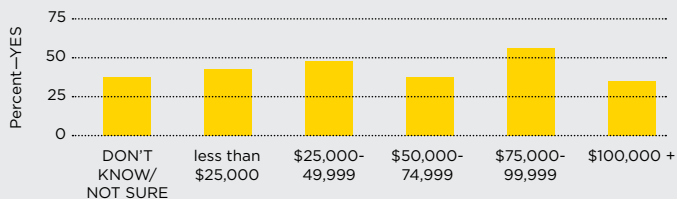
2010

COMPARE: Our CityStats poll question was the same as a national CNN poll released in August 2010. In the CNN poll, 50% of people were for gay marriage.

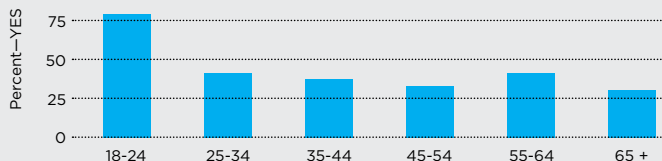
BY EDUCATION (EBR)



BY INCOME (EBR)



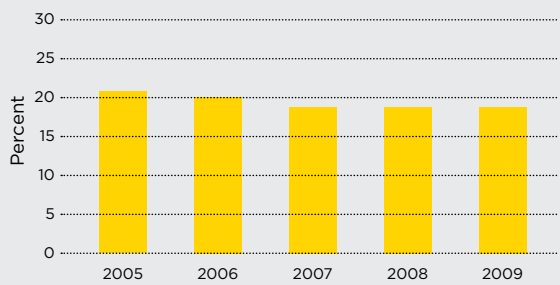
BY AGE (EBR)



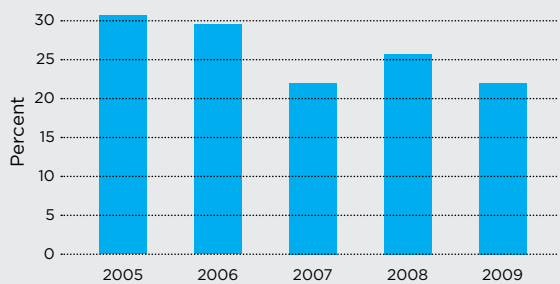
SOURCE: CityStats Survey

VISION OR WHAT BATON ROUGE WANTS TO BE: 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.

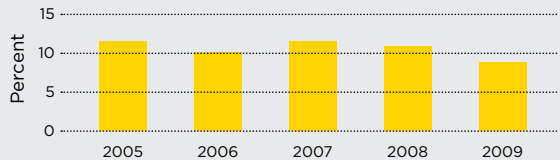
POVERTY OVERALL



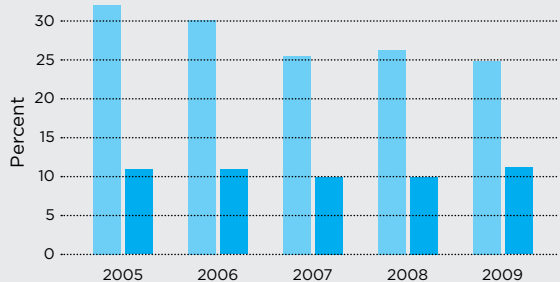
CHILDREN



SENIORS



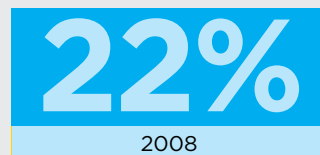
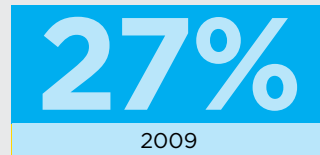
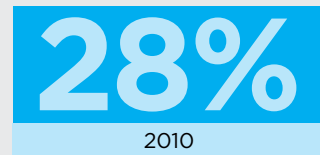
AFRICAN-AMERICANS & WHITES



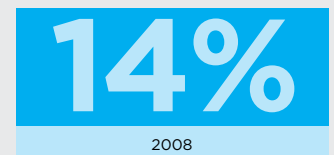
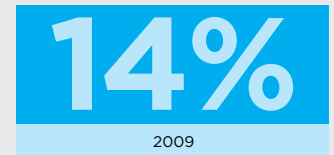
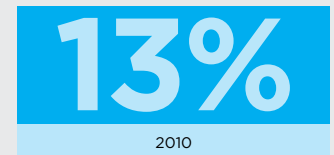
SOURCE: Census Bureau

In small steps, poverty has been declining in East Baton Rouge, though the local rate of nearly 18% was above the 14% national average in 2009. Childhood poverty has declined from 31% in 2005, but nearly one of every four children still was poor in 2009. Twenty-five percent of African-Americans were poor in 2009, more than double the 12% of whites.

IN LAST YEAR, COULDN'T AFFORD FOOD



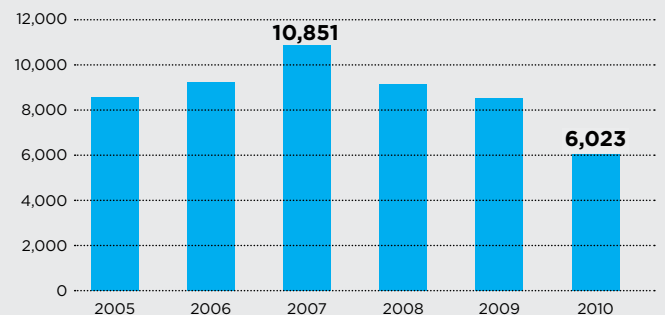
IN LAST YEAR, COULDN'T AFFORD HOUSING



The troubled economy appears to be making it difficult on the poor, as the percentage saying they couldn't afford food in the last 12 months rose for a second straight year.

SOURCE: CityStats Survey

ANIMAL EUTHANASIA



EBR Animal Control says it killed fewer companion animals in 2010. One big reason is the rise of new animal adoption groups—Yelp BR! and Project Purr. Together, the groups saved about 1,000 dogs and cats in 2010, placing them with families.

SOURCE: EBR Animal Control

RACISM AS PROBLEM

(5= BIG PROBLEM, 0 = NO PROBLEM)



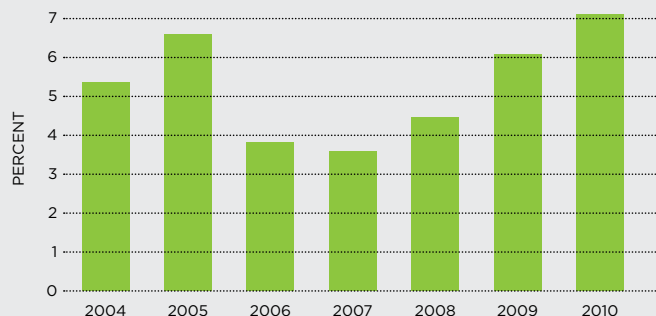
RESIDENTS ARE DIVIDED OVER RACISM AS A PROBLEM. FIFTY-SEVEN PERCENT OF AFRICAN-AMERICANS RATED RACISM AS "4" OR "5" ON A FIVE-POINT SCALE. COMPARE THAT TO 30% OF WHITES.

SOURCE: CityStats Survey

ECONOMY

With a diverse economy that includes state and local government, universities, petrochemicals and health care, **East Baton Rouge was more insulated than most places from the worldwide recession.** Still the slowdown did bump the economy in 2009 and 2010. Unemployment was just over 7% in 2010.

EBR UNEMPLOYMENT



Because it's diverse, the parish economy doesn't grow rapidly, but it also doesn't suffer much during slowdowns and recessions. The greater concern for EBR is the wide income gap between African-Americans and whites and the reliance on the established economy while some other places are growing wealthy in tandem with their knowledge-based industries.

NET JOB GROWTH



NET MIGRATION



Excluding a post-Katrina spike, people have been exiting East Baton Rouge for most of the decade. Statisticians call it Net Migration—the difference between people entering and leaving an area. A positive migration number signals that outsiders find an area desirable, while a negative number indicates people are fleeing.

Good news in 2009—net migration was up 6,273. But the reason for the rise and whether it's a trend won't be known for a few years.

SOURCE: Census Bureau

SOURCE: U.S. Bureau of Labor and Statistics



440,171

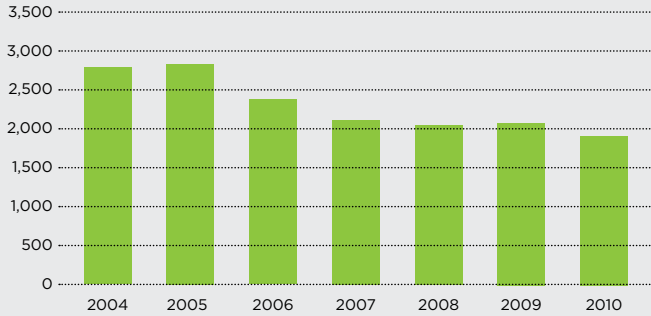
2010 EBR POPULATION, MAKING THE PARISH LARGER THAN ALL OTHERS

SOURCE: Census Bureau

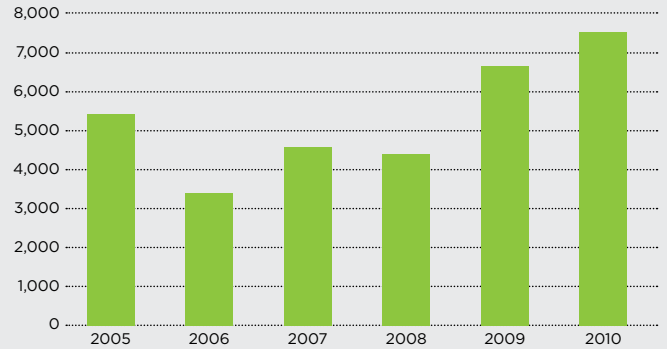
VISION OR WHAT BATON ROUGE WANTS TO BE: EBR has a broad, diversified economy, providing good jobs at high wages for its residents. The region supports and retains an educated and flexible workforce and employment opportunities that match local skills. Economic growth is managed responsibly to ensure the sustainability and the economic vibrancy of all parts of the region. Residents enjoy a range of housing opportunities and choices to meet all needs, and all neighborhoods thrive.

As the economy struggled, new housing construction tumbled and the number of housing tax defaults climbed.

RESIDENTIAL BUILDING PERMITS



ADJUDICATED PROPERTIES

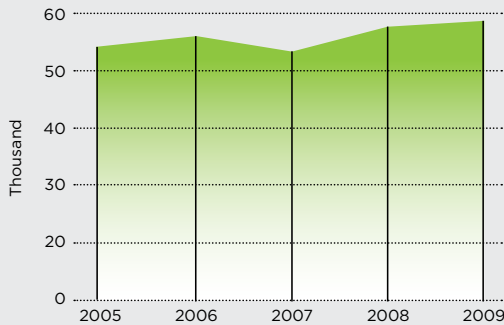


SOURCE: EBR Government



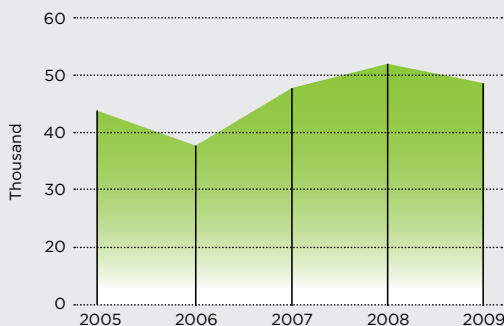
MEDIAN FAMILY INCOME

Income rose in 2009 to \$59,855, up nearly 10% since 2005.



But the African-American/White Income gap remained wide, with whites earning \$86,418 in 2009 while blacks earned \$37,292.

BLACK/WHITE INCOME GAP



SOURCE: Census Bureau

NEW ECONOMY PATENTS ISSUED

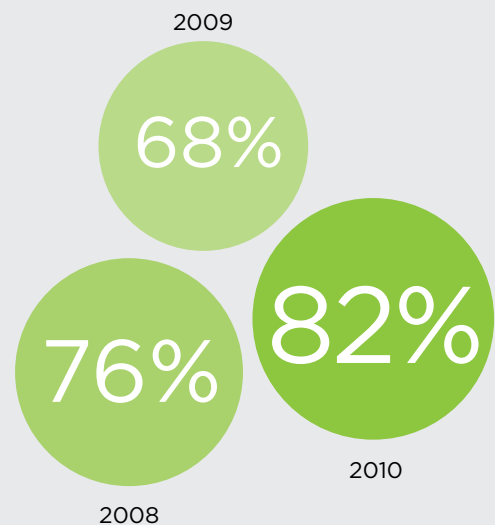
95

AS A MEASURE OF THE NEW ECONOMY, THE NUMBER OF NEW PATENTS ISSUED IN EBR SHOWS THAT THE PARISH HAS CONSIDERABLE WORK TO DO.

SOURCE: U.S. Patent and Trademark Office

Meanwhile, Internet access at home rebounded after declining in 2009.

HOME INTERNET ACCESS

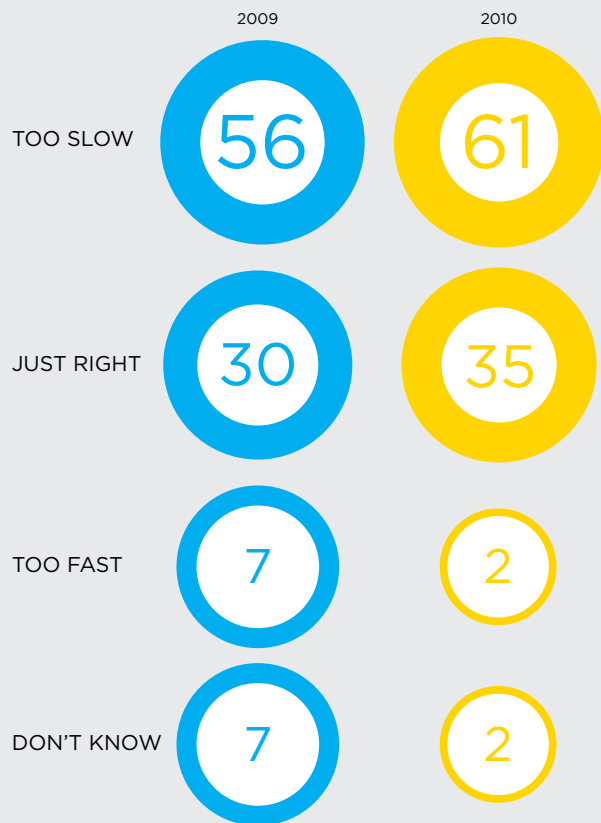


SOURCE: CityStats Survey

GOVERNMENT & CIVIC PARTICIPATION

The natives are restless. They don't believe Baton Rouge is improving quickly enough, particularly where it matters to them—education, infrastructure, economy. Nearly half of them are politically disconnected, believing they have little or no influence over elected officials. They rate public schools low, but think highly of the fire department and the library system.

PACE OF PROGRESS (percent)

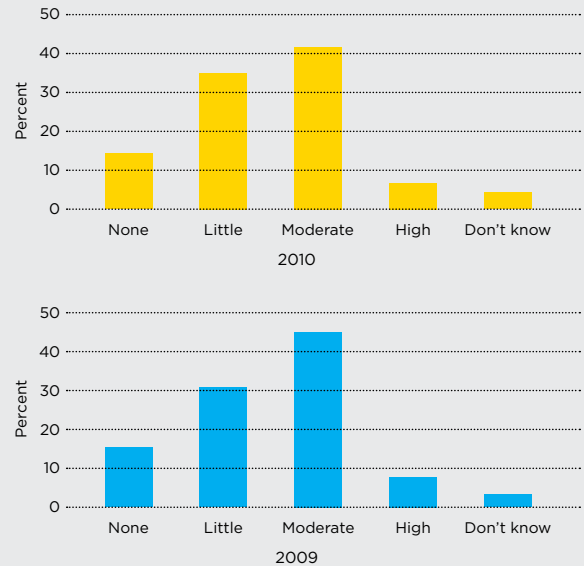


More Baton Rouge residents told CityStats pollsters that the pace of progress in the parish is too slow.

But in which areas? Improving traffic/infrastructure (25%), improving education (14%), creating jobs (12%) and reducing crime (10%) were the top answers by respondents who said progress was too slow.

SOURCE: CityStats Survey

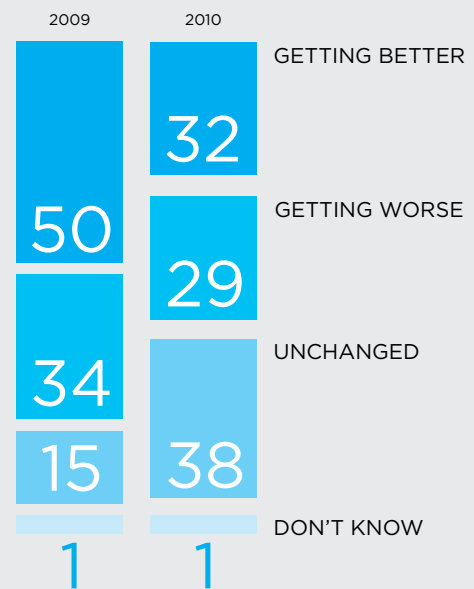
VOTER INFLUENCE OVER ELECTED OFFICIALS



Democracy appears to be broken. Forty-nine percent of residents told our pollster in 2010 they have little or no influence over elected officials, up from 45% in 2009.

SOURCE: CityStats Survey

SATISFACTION WITH NEIGHBORHOOD (percent)

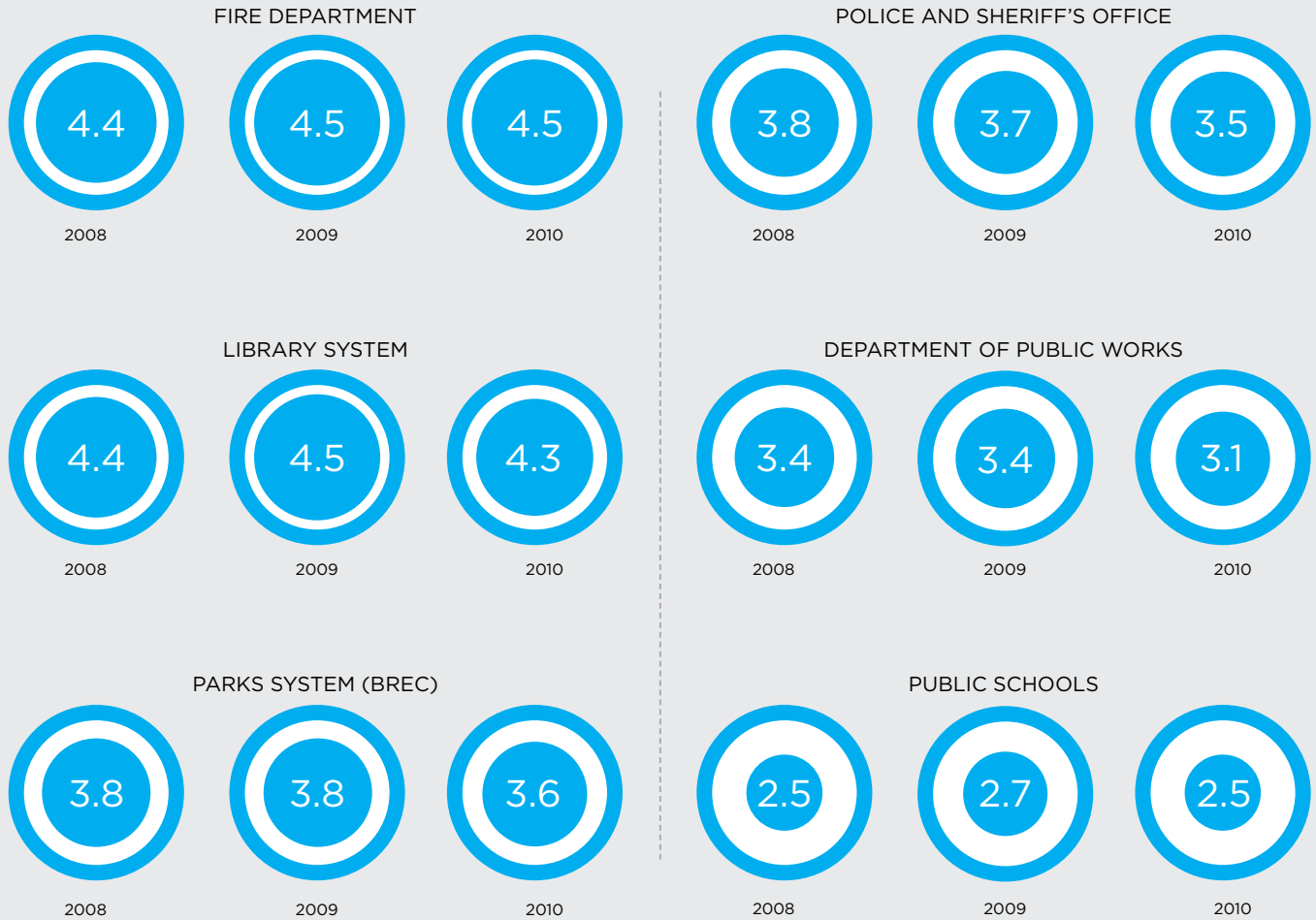


Are residents satisfied with their neighborhoods? Less so at the top end: 32% told pollsters their neighborhoods are “getting better,” down from 50% in 2009.

SOURCE: CityStats Survey

LOCAL SERVICES RATED

(5 = EXCELLENT; 3= AVERAGE; 1 = POOR)



The EBR Fire Department is beloved, coming in at the top again. The brouhaha over the downtown library didn't harm the system's rating among CityStats respondents. All other services slipped in 2010, with DPW rated average at 3.1 and the public school system below average at 2.5.

SOURCE: CityStats Survey

VOLUNTEERED IN 2010

71%

The percentage of people saying they volunteered grew from 66% in 2009.

SOURCE: CityStats Survey

VISION OR WHAT BATON ROUGE WANTS TO BE: 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 residents plan together for a smart-growing region. Local government is open, inclusive and ethical, and provides high-quality services for all residents.

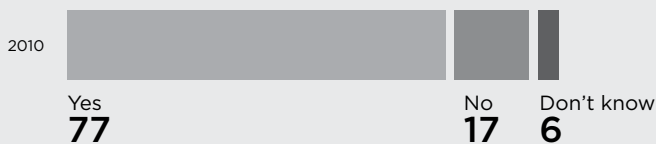
INFRASTRUCTURE

Baton Rouge is among the most congested cities in the country. Too many people commute alone to work and the mass transit system barely exists. There's hope. The FuturEBR plan being released this year recommends fixes, including focusing on mass transit corridors where demand already exists. Moreover, our survey shows that people want solutions. For instance, they support carpool lanes and a high-speed rail line between Baton Rouge and New Orleans.

TRAINS

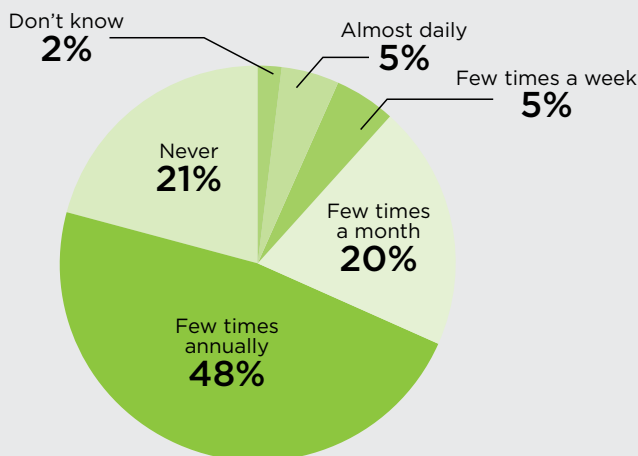
The state has said no to high-speed rail, but there is widespread support for the idea.

SHOULD BR/NOLA GOVERNMENTS PURSUE HIGH-SPEED RAIL? (percent)



77% also said they would ride the train, with 10% saying they would take it daily or weekly.

RIDERSHIP FOR NOLA/BR RAIL LINE



2010

SOURCE: CityStats Survey



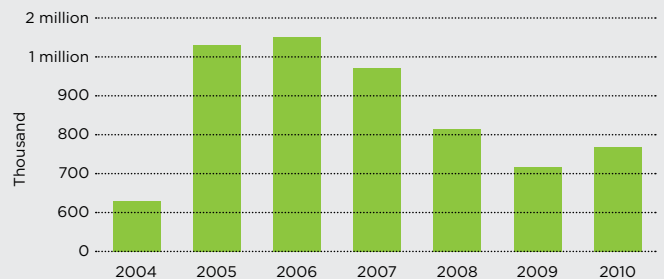
1,300

RIDERS PER DAY FOR HIGH-SPEED RAIL LINE BETWEEN BR AND NOLA, AS ESTIMATED BY BURK-KLEINPETER FOR SOUTHERN HIGH-SPEED RAIL COMMISSION AND STATE OF LOUISIANA. RIDERSHIP IS PREDICTED TO DOUBLE AFTER A DECADE OF OPERATIONS TO NEARLY 950,000 PER YEAR.

PLANES

Direct flights and cheaper fares from New Orleans have been a thorn for BTR airport, but the slide ended in 2010, largely because U.S. Airways entered to start low-cost service to Eastern cities. In 2011, the airport added Vision Airlines to serve Florida vacation markets.

BTR PASSENGERS



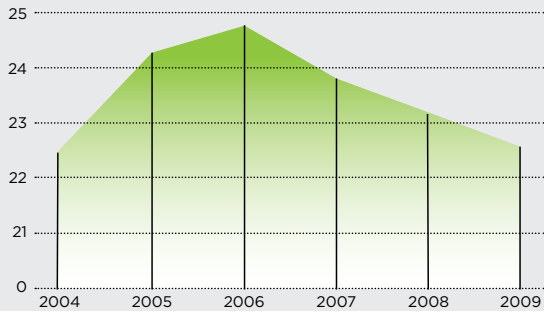
SOURCE: Baton Rouge Metro Airport



AUTOMOBILES

The commute time to work for EBR residents dropped in 2009, but the Texas Transportation Institute estimated the **BR area overall was the most congested of 33 like-sized metros** in the nation.

DRIVING TO WORK IN MINUTES



SOURCE: Census Bureau

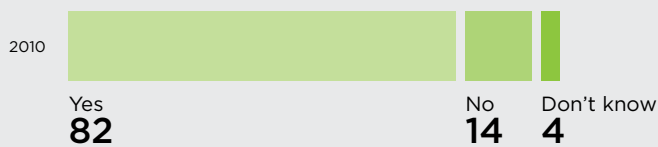


AVERAGE HOURS WASTED BY BATON ROUGE COMMUTERS IN 2009 BECAUSE OF TRAFFIC DELAYS, ESTIMATES THE TEXAS TRANSPORTATION INSTITUTE AT TEXAS A & M UNIVERSITY. DELAYS COST BATON ROUGE COMMUTERS \$1,030 IN GASOLINE IN 2009.



In the CityStats survey, **highway carpool lanes** during rush hour are strongly supported.

INTERSTATE CARPOOL LANE (percent)



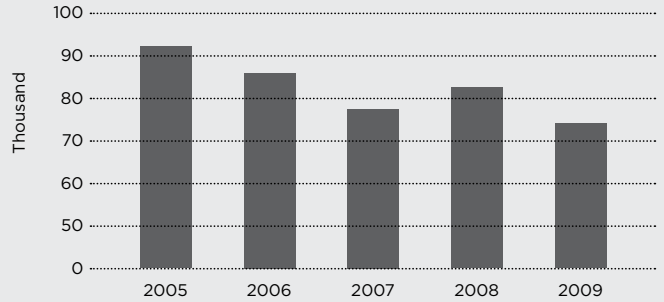
SOURCE: CityStats Survey

MASS TRANSIT

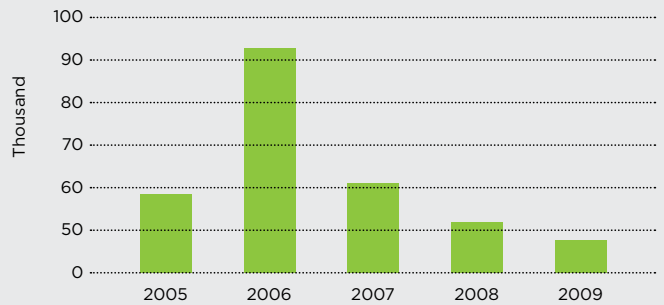
Capital Area Transit System is nearly broke.

The bus system has reduced routes, raised rates and lost the LSU contract.

RIDING BUS WEEKLY

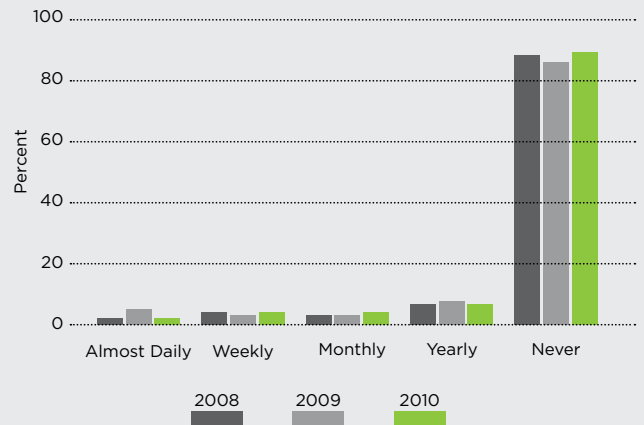


BUS MILEAGE WEEKLY



SOURCE: Capital Area Transit System

HOW OFTEN RIDE A BUS?



SOURCE: CityStats Survey

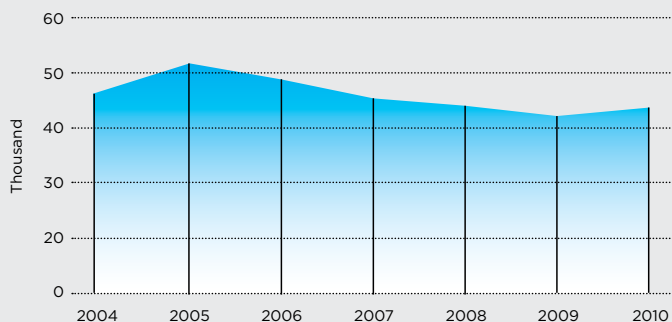
VISION OR WHAT BATON ROUGE WANTS TO BE: The region enjoys a superior multi-modal transportation system, with excellent infrastructure that meets the needs of local residents, businesses, travelers and visitors. Public transit and green transportation are preferred options for all residents, and the community 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.

EDUCATION

SCHOOL ENROLLMENT

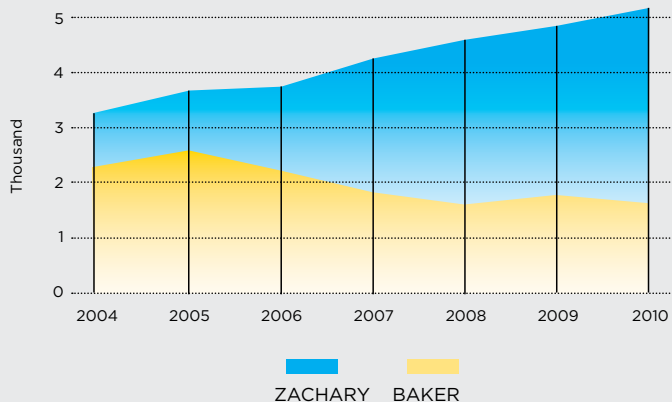
Enrollment at EBR public schools increased in 2010, ending a decline that began in 2005. Tight household budgets during tough times might be a reason.

EAST BATON ROUGE PARISH

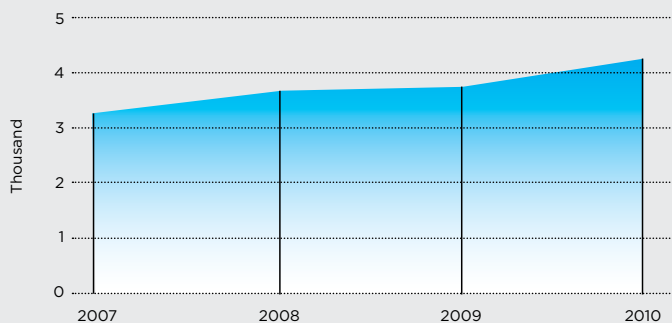


Enrollment in Zachary and Central schools keeps rising, but the **Baker system struggles**.

ZACHARY & BAKER



CENTRAL

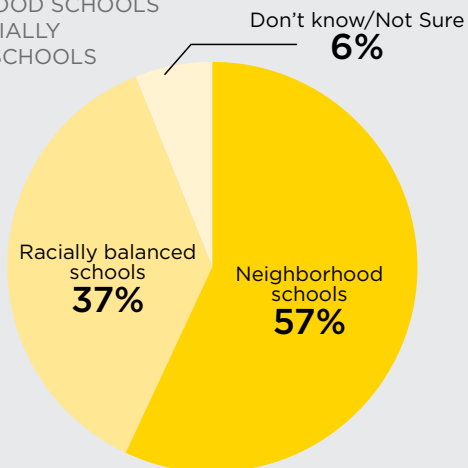


A bit of good news before a dose of the usual: There are more college graduates in EBR and the high school dropout rate dipped slightly in 2009. But too many children continue to leave school without a degree, costing themselves hundreds of thousands in lost earnings over a lifetime and leaving employers without enough skilled labor. Meanwhile, an interesting topical question is included here: Would residents prefer neighborhood schools more than racially-balanced ones?

NEIGHBORHOOD SCHOOLS?

With the issue of desegregation mostly in the past, a majority in our survey say the **EBR system should shift to neighborhood schools**.

NEIGHBORHOOD SCHOOLS VERSUS RACIALLY BALANCED SCHOOLS



63%

BUT AMONG AFRICAN-AMERICANS, NEIGHBORHOOD SCHOOLS AREN'T POPULAR. A MAJORITY PREFER RACIALLY BALANCED SCHOOLS.

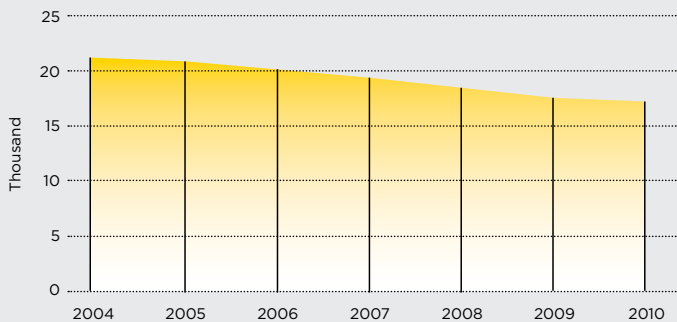
SOURCE: CityStats Survey

SOURCE: La. Department of Education

VISION OR WHAT BATON ROUGE WANTS TO BE: 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

Private school enrollment has experienced a slow decline since 2004, and some smaller schools may be shuttered.

PRIVATE

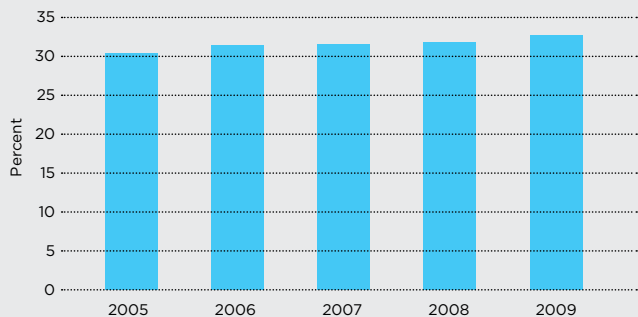


SOURCE: La. Department of Education

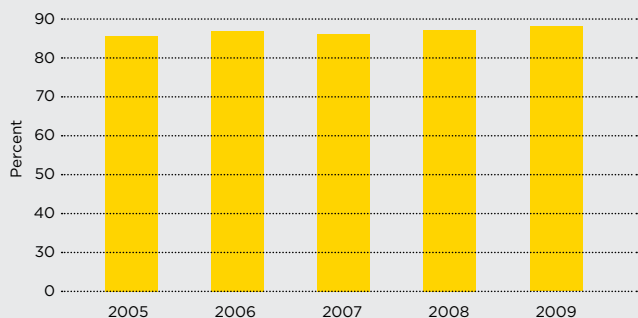
GRADUATES

The percentage of college and high school graduates in EBR rose a bit in 2009. (Both measures are for population over 25).

COLLEGE GRADUATES



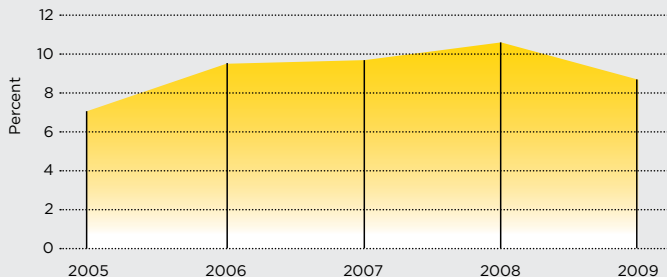
HIGH SCHOOL GRADUATES



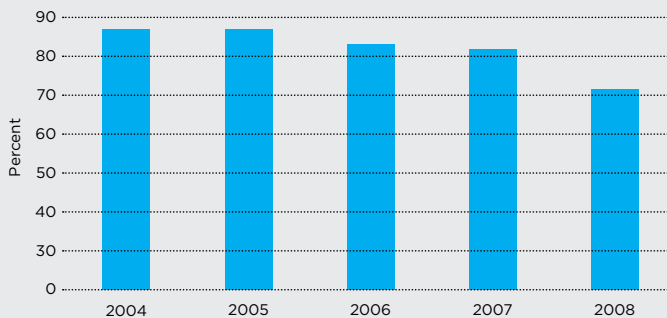
SOURCE: Census Bureau

DROPOUTS

The high school dropout rate was down in 2009, but above the 2005 level. With nearly one of every 10 children dropping out each year, the total dropouts over four years of high school approaches 40%.



A sober statistic: In 2008, only 70% of public schoolchildren entering their senior year graduated from high school. The number has plummeted from 86% in 2004.

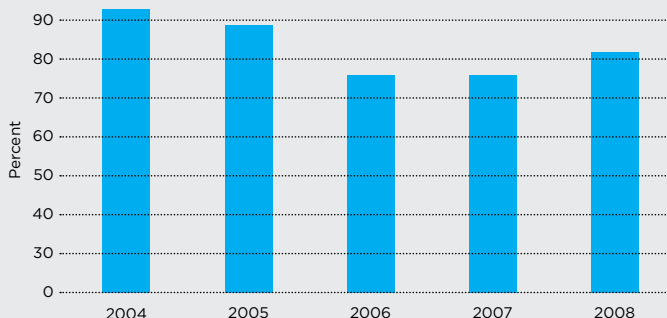


SOURCE: La. Department of Education



The percentage of highly qualified teachers, as defined by the No Child Left Behind Act, rebounded at EBR public schools.

HIGHLY QUALIFIED TEACHERS



SOURCE: La. Department of Education

community opportunities to learn. Parents value their children's education, and the community values and supports local educators. Educational and training institutions provide Baton Rouge's adults with opportunities for continued education, including literacy training, developing workforce skills, or enjoying lifelong learning.

HEALTH

Improved treatment, prevention and early detection have been lowering the national cancer death rate. **The rate in East Baton Rouge has been rising in the past few years, though it remains only slightly higher than the national average.**

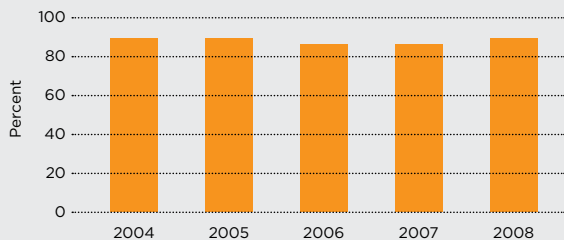
In 2008, the EBR cancer death rate was 1.793 per 1,000 people.

Heart disease is killing fewer people in EBR, but death by diabetes has increased since 2006.



NEWBORNS WITH HEALTHY BIRTH WEIGHT

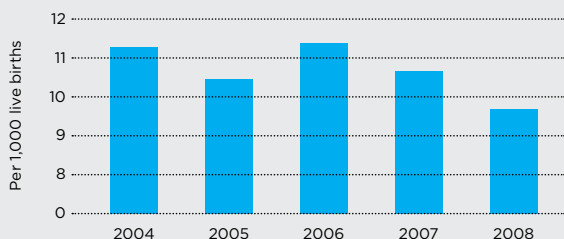
(AT LEAST 5 POUNDS, 8 OUNCES)



COMPARE: U.S. was 91.8% in 2008; EBR was 88%.

INFANT MORTALITY RATE

(DEATH BEFORE 12 MONTHS)

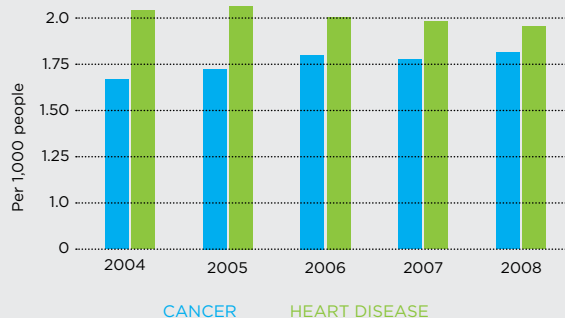


COMPARE: U.S. was 6.8 in 2008; EBR was 9.7.

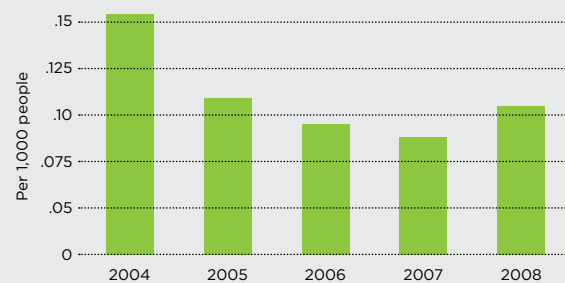
SOURCE: La. Department Health and Hospitals

DEATH RATES

CANCER & HEART DISEASE

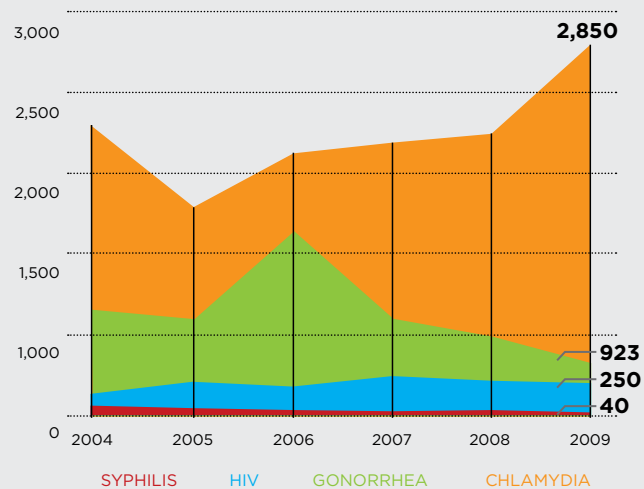


DIABETES



SOURCE: La. Department Health and Hospitals

SEXUALLY TRANSMITTED DISEASES



Baton Rouge continues to have among the highest HIV rates in the country. Chlamydia rates have been rising. But the number of people contracting syphilis and gonorrhea is in decline.

SOURCE: La. Office of Public Health

VISION OR WHAT BATON ROUGE WANTS TO BE: 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.

ENVIRONMENT



The EPA says the air—as measured in ozone—is more dangerous and residents say there is too much litter in Baton Rouge. Toxic air releases declined, but were at the second-highest level in five years.

POLLUTION

The cigarette butts and plastic bags littering EBR streets are bothering people. In our survey, **residents again pegged litter as a problem.**

Nearly half of those polled said litter was a “serious” or “very serious” problem.

SOURCE: CityStats Survey

The Environmental Protection Agency strengthened its ozone standards, tripling the non-attainment days in EBR. The EPA’s new standard is 75 parts per billion, up from 84 parts per billion the year before.

Ozone irritates the respiratory system. Research indicates long-term exposure can increase risk of death from respiratory illness.

IS LITTER A PROBLEM?
(5 = HUGE PROBLEM)



9

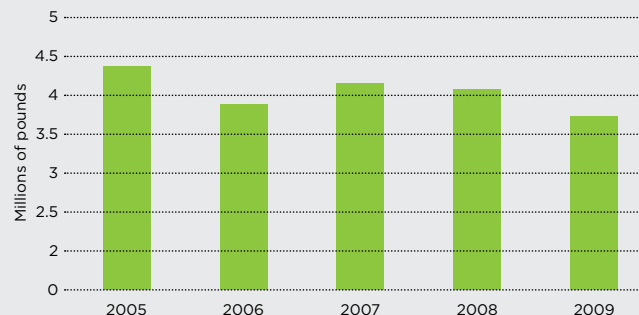
NUMBER OF OZONE
NON-ATTAINMENT
DAYS IN 2010

3

NUMBER OF OZONE
NON-ATTAINMENT
DAYS IN 2009

Total toxic air pollutants, the amount of air pollutants released in EBR, declined...

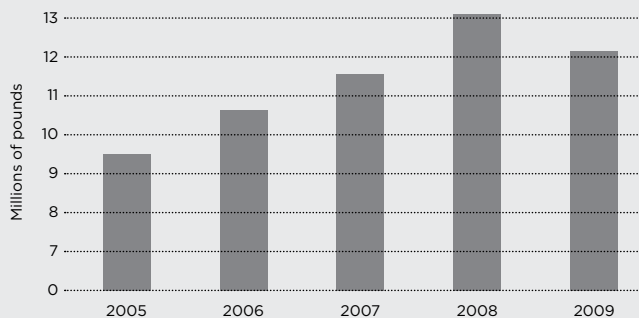
TOTAL TOXIC AIR POLLUTANTS



SOURCE: Environmental Protection Agency

...as did **total toxic air releases**, which are nearly 650 chemicals and chemical categories that industrial and other facilities manage through disposal or other releases, recycling, energy recovery or treatment.

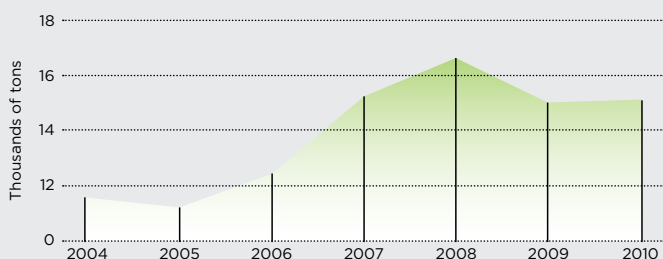
TOTAL TOXIC AIR RELEASES



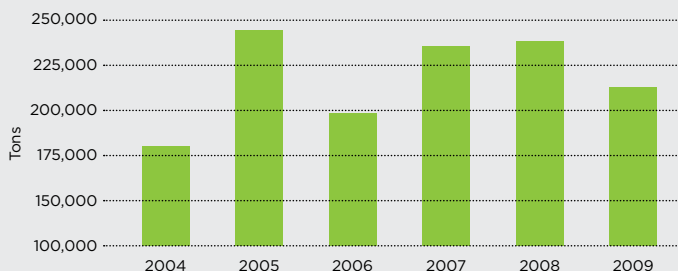
SOURCE: La. Dept. of Environmental Quality

RECYCLING

Residential curbside recycling rose in 2010, but was down 6.5% from a peak in 2008. Lower consumption from an economic slowdown produced less recyclable waste.



Total residential and curbside recycling, which includes yard and other waste, declined.



SOURCE: EBR Public Works

VISION OR WHAT BATON ROUGE WANTS TO BE: East Baton Rouge is known as a green city, and preserves and enhances its natural beauty, wildlife, river, green spaces, farmland and environmentally critical areas. Residents, businesses and government actively participate in conservation and environmentally responsible behavior. The air, water and land resources of Baton Rouge are clean and support the area’s unique ecosystems, and are open for local residents to experience and explore.

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 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 hired 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 Public Policy Research Lab provides some of the indicators in the report.

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 have obscured what was happening in East Baton Rouge. If resources are available, we may expand the project to other parishes. Certainly, we will share the knowledge gained from this project with anyone interested in launching an indicators project nearby.

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 March 2011, when this report was going to press.

An annual opinion survey provides the remaining data. This random telephone survey was conducted for the project in January by the LSU Public Policy Research Lab. The survey measures citizen opinions and reported behaviors on various quality of life questions. The sample is 447 residents representative of the parish population. The survey has a plus or minus 4.8% margin of error and was conducted in January 2011.

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 which 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 indicator 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.

Representativeness: Taken together, the indicators measure the major dimensions of the community.

INDICATORS INDEX

Culture and Recreation.....4

Public spending on projects

In CityStats survey, the percentage who supported or opposed public spending on quality of life projects that retain young professionals in Baton Rouge.

Property taxes for bike/hike trails

In CityStats survey, the level of new property taxes the polled would pay to build a parishwide system of bike and hike trails.

Library circulation

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

Library PC use

Number of logins per year.

Downloads of books, audio, video

Number of digital downloads from Overdrive, a system used by the parish library. The number does not include books on Kindle because Amazon’s system is closed to lending through libraries.

Total attendance at cultural facilities

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

BREC trails

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

BREC park acreage

Acres owned by the parks system.

Public safety.....6

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.

Number of violent crimes

Total number of violent offenses in East Baton Rouge, as reported by LSU, Southern, Baker, Zachary and Baton Rouge police departments and the sheriff’s office.

Number of nonviolent crimes

Total number of non-violent offenses in East Baton Rouge, as reported by LSU, Southern, Baker, Zachary and Baton Rouge police departments and the sheriff’s office.

Police cameras

In the survey, the percentage who said they oppose or support an increase in the number of police cameras as a means to improve security in East Baton Rouge.

Perception of personal safety in neighborhood

Whether CityStats survey 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.

Victim of crime in past year

From the CityStats survey, percentage of residents 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.

Number of traffic accidents

Participation in a community safety program

People choosing to participate in Neighborhood Watch or other community safety programs, as tallied in the CityStats survey.

Social well-being8

Gay marriage

In survey, the percentage who support or oppose the law recognizing gay 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.

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.

Animal euthanization

Number of animals put down by East Baton Rouge Animal Control in a given year.

Economy10

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.

Home Internet access

From the CityStats survey, the percentage of people with and without Internet access in their homes.

Government/Civic Participation12

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.

Infrastructure14

NOLA/BR rail line
In survey, the percentage who said the governments of Baton Rouge and New Orleans should work together to build a high-speed rail line between the two largest cities in Louisiana.

NOLA/BR rail line ridership
In the survey, how often the respondents would ride a high-speed rail line to New Orleans and back at a cost of \$20 or less.

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

Carpool lanes
In survey, the percentage who support or oppose high-occupancy vehicle lanes during peak traffic times on I-10 and I-12.

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.

Frequency of bus ridership
The number of times residents said they rode the bus in 2008. The result is from our CityStats survey.

Average weekly bus mileage
Number of miles driven by vehicles operated by the Capital Area Transit System.

Education.....16

Neighborhood versus racially-balanced schools
In survey, the percentage saying schools close to home or racially balanced schools are more important to them.

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 9th through 12th grades who dropped out of school during the year.

High school graduation rate
Percentage of 12th graders who received their high school diplomas during the year.

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

Core classes taught by highly qualified teachers
Highly qualified teachers as defined under the No Child Left Behind Act.

Health18

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 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.

Environment.....19

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 and commercial recycling
The amount of waste recycled by businesses and homes. For homes, it includes curbside recycling, yard waste, compost, batteries 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.

Ozone non-attainment days
Number of days ozone exceeded an Environmental Protection Agency amount deemed to be harmful to human respiration.

