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 $232 million over 45 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 2009 was $533 million, enough to rank among the 30 largest community foundations in the country. Nonprofits have used the 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.
from the chair

The numbers within this report tell a sober story. But there is an indicator herein that is encouraging; it provides the energy and enthusiasm to take on the challenges shown in the data.

The recession has had an effect on Baton Rouge, a conclusion we learn from the CityStats survey. For instance, far more residents said they didn’t have enough money sometime last year to feed themselves. Meantime, overall poverty did not increase in 2008, but there was a rise where it hurts the most, among children. More than one in four children in EBR was poor—as defined by federal standards—in that year.

The report alerts us to other challenges as well. Per capita, more teen-age girls were delivering babies in 2008, reversing years of improvements in this indicator and mirroring an unfortunate national trend. Research shows that the earlier girls have children, the less likely they are to build earning capacity, which has negative consequences not only for their offspring but for subsequent generations as well.

Underpinning some of these plights is the local economy. Already growing at a slow rate, it appears to have slipped into reverse. Without more jobs, there cannot be welcome growth, not in housing and retail, and certainly not in our ability to improve the welfare of children.

Yet within the combination of negative numbers in CityStats, there seems to be a desire for a better parish. EBR residents are restless, with more than half telling our pollster that the pace of progress in Baton Rouge is too slow. Whatever the impatient desire, they have one thing in common: They want a better community.

At the Foundation, we plan to leverage this hope into action. The indicators within this report will help to inform our decisions and those of our fund donors. We hope you align with us to create a parish that gives everyone a chance to prosper.
Baton Rouge CityStats tracks quality of life for East Baton Rouge, using more than 60 indicators to do so. The project is a road map for community involvement, 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 to 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 first two reports, the Foundation contracted with the Baton Rouge Area Chamber to provide the research. The chamber, in turn, contracts with Survey Communications Inc. of Baton Rouge for indicators requiring public polling.

The Foundation and its fund donors use the indicators to assist in decision making about grants and to choose civic projects. 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.
Vision, or what East 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 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.
INDICATOR: Library books checked out

Measures:
Number of library books checked out in the year.

How EBR is doing:
Library circulation has been trending down since 2004. Since then, circulation has declined 11.2%. Meanwhile, the library system is spending tens of millions to build new libraries that will have vast spaces for books.

(This indicator was updated for the online version because the library provided a new figure for 2009.)

Source: EBR Library System
**INDICATOR: Library computer use**

**Measures:**
Hours of computer use.

**How EBR is doing:**
Computer use at the library was flat in 2009, though down 9.5% since 2007.

**INDICATOR: Downloaded books, music, video**

**Measures:**
Downloads of books, music and video from library system.

**How EBR is doing:**
Downloads of books, music and videos by local patrons of the library have exploded, even without the availability of e-books for the Kindle because of restrictions by Amazon. With more e-readers coming to market, downloads are expected to soar in coming years.
**Indicator:** Total attendance at cultural facilities

**Measures:**

**How EBR is doing:**
Attendance at cultural facilities dipped slightly in 2008. What’s more, the number of people attending cultural facilities has been roughly the same over the last half of the decade, even though EBR has more people.

Source: LASM, USS Kidd, LSU Museum of Art, Baton Rouge Zoo, Manship Theatre
IndiCator: Attendance at events

Measures: Percentage saying they attended big events in East Baton Rouge.

How EBR is doing: Attendance to cultural events was flat, except for a rise among those who said they were at the Baton Rouge Blues Fest and Live After Five. College sports and Mardi Gras continue to be the most popular events in Baton Rouge.

Source: CityStats survey
**INDICATOR:** Walking, biking trails

**Measures:**
Miles of BREC trails.

**How EBR is doing:**
BREC is building more trails within its parks, but an effort by the parks system over three years to build paths elsewhere has been stifled. Meanwhile, the city-parish has begun building some bike lanes and painting symbols on select streets to encourage road sharing.

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**INDICATOR:** Public park space

**Measures:**
Total acres of public parks.

**How EBR is doing:**
The amount has remained about the same in recent years. Instead of buying more land, the parks system has spent money to improve existing parks, which have been neglected for decades.
Vision, or what East Baton Rouge wants to be: East Baton Rouge 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.
**INDICATOR:** EBR unemployment rate

**Measures:**
How many people are capable and looking for work but can’t land a job. An unemployment rate of about 3% is ideal because it accounts for job mobility. The unemployment rate does not include people who have given up looking for work.

**How EBR is doing:**
Compared to the nation, the parish held its own. Unemployment nearly doubled to 6.1% in 2009 from 3.6% in 2007, but was below the national average. With state job cuts expected this year and next, the unemployment rate is likely to increase in coming years.

Source: U.S. Bureau of Labor Statistics
INDICATOR: Net job growth

Measures:
Jobs created minus jobs lost.

How EBR is doing:
The recession ended a string of annual gains, with the parish losing 375 jobs in 2008. 2009 is expected to be worse, and Baton Rouge’s economy could continue to sputter for a few years from an expected contraction in state government.

INDICATOR: Number of adjudicated properties

Measures:
Properties controlled by the city-parish for failure to pay taxes.

How EBR is doing:
A 53% increase in the number last year is an indication of widening economic blight. Created with the assistance of the Baton Rouge Area Foundation, a new redevelopment authority just began reviving down-and-out neighborhoods; returning adjudicated and abandoned properties to commerce is among its priorities.
**INDICATOR: Net migration**

**Measures:**
The difference between people leaving and entering the parish.

**How EBR is doing:**
Katrina caused a surge in migration to Baton Rouge, but people began leaving the parish again after the storm for better opportunities or living circumstances in other places. In 2008, as the year before, the balance tilted to people exiting the parish.

**INDICATOR: Patents issued**

**Measures:**
Number of patents issued.

**How EBR is doing:**
Not well. Number of patents issued, a measure of the new economy, dropped 14% from an already low number.
**INDICATOR:** Median family income

**Measures:**
The amount that divides the income distribution into two equal groups, half with income above the amount and half with income below that amount.

**How EBR is doing:**
Across the board, median family income grew in 2008. But the divide between whites and all other population segments grew even wider in the year. White median income is more than double that of Hispanics and blacks.
**INDICATOR: Residential building permits**

**Measures:**
Number of permits to build houses.

**How EBR is doing:**
Homebuilders were issued more building permits in 2009 than the year before, but the total has declined from 2005. Sales of existing homes have slowed as well due to the recession.

**INDICATOR: Home Internet access**

**Measures:**
Percentage of people who have Net access at home.

**How EBR is doing**
Internet access at home declined by 8 points in 2009, according to our survey. Households earning less than $25,000 can account for the decline, a likely consequence of economic hardship. Net access in that group dropped to just 29% of households from nearly 50% the year before.
Vision, or what East 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 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.
**INDICATOR:** College graduates

**Measures:**
Percentage of residents 25 and older with at least a bachelor’s degree.

**How EBR is doing:**
A slight uptick for 2008 and an upward trend since 2005 is a plus for East Baton Rouge, where two universities are a reason the parish has more college graduates than the national average.

**INDICATOR:** High school graduates

**Measures:**
Percentage of residents 25 and older with a high school diploma.

**How EBR is doing:**
A bit better than in 2008, but the percent of people with high school diplomas has been relatively unchanged since 2005. There are efforts under way to improve this important statistic. They include a new career academy run by EBR schools that will offer high school students a chance to learn skills that match job demands—while not closing a path to college.
**High School Dropout Rate**

**Measures:**
Percentage of public school students in 9th through 12th grades who dropped out of school during the year.

**How EBR is doing:**
In the 2007 school year, the latest data available, the dropout rate climbed, reaching nearly double digits. From 2003 to 2005, the rate was 6.5% or below.

**High School Graduation Rate**

**Measures:**
Percentage of 12th graders who started their senior year and graduated.

**How EBR is doing:**
Raise the red flag: The EBR graduation rate dropped again in 2007. Eighty-one percent of seniors graduated in 2007, continuing a year-over-year decline that began in 2003, when 94.2% of seniors graduated.
**INDICATOR:** School enrollment

**Measures:**
Enrollment in public and private school systems.

**How EBR is doing:**
Enrollment at private schools slipped for the sixth year in 2009, but Baker and EBR public schools had fewer students as well in the latest year. The Zachary school system is the winner, rising 6.6% in the 2009 school year and 52% since 2004.

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**Source:** Louisiana Department of Education
**Indicador:** Profesores altamente calificados

**Medidas:**
Porcentaje de clases de núcleo impartidas por profesores altamente calificados bajo el Acta No Child Left Behind en las escuelas públicas de EBR. Los profesores son certificados basándose en su educación, certificación nacional y otras logro.

**Cómo EBR está haciendo:**
INDICATOR: Fourth-grade LEAP results

Measures:
The state accountability program requires students in fourth and eighth grades to pass standardized tests in the major subjects before advancing a grade.

How EBR is doing:
From 2003 to 2008, students in fourth grade have improved in English and mathematics, but slipped in social studies and science.

INDICATOR: Eighth-grade LEAP results

Measures:
The state accountability program requires students in fourth and eighth grades to pass standardized tests in the major subjects before advancing a grade.

How EBR is doing:
From 2003 to 2008, students in eighth grade have improved in English and mathematics, but slipped in social studies and science.
Vision, or what East 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.
**INDICATOR:** Litter problem

**Measures:**
In this new indicator, we asked residents participating in the CityStats survey to grade the litter problem, where 1 is a “not a problem” and 5 is a “huge problem.”

**How EBR is doing:**
Residents don’t like what they see. Forty-six percent say litter is a problem, with 27% saying it’s a “huge problem.” Only 6% of residents said litter is not a problem. Litter is perceived as a bigger problem in North Baton Rouge and among people who earn less. Forty-five percent of those surveyed in the north part of the parish said litter is a “huge problem,” while 40% of people earning less than $25,000 put the litter problem in the same category.

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**PERCEPTION OF LITTER IN BATON ROUGE**

*Percentage of respondents*

- **Not a Problem**: 6%
- **1**: 15%
- **2**: 32%
- **3**: 19%
- **4**: 27%
- **Huge Problem**: 0%

Source: CityStats survey
**INDICATOR:** Residential curbside recycling

**Measures:**
Tonnage of recycled materials picked up at homes.

**How EBR is doing:**
Baton Rouge had become more green each year since 2005. Recycling by home dwellers, though, fell in 2009 by 9%. Not bad news, as the city-parish reckons the recession dropped consumption, which correlated with a drop in recycling.

**INDICATOR:** Total residential and commercial recycling

**Measures:**
In tons, total amount of waste recycled by businesses and homes. That includes not only curbside residential recycling, but also yard waste, compost, batteries and more.

**How EBR is doing:**
Because the economy sputtered, so did recycling. People consuming less also recycled less—and caused a pause in the runup for the total amount recycled.
**INDICATOR: Toxic air pollutants**

**Measures:**
As defined by the Environmental Protection Agency, the amount in pounds of toxic air pollutants spewed into the air.

**How EBR is doing:**
Good trend for the first half of the decade, when toxic air pollutants fell each year. The total rose in 2007, but declined in 2008.

**INDICATOR: Total toxic releases**

**Measures:**
By EPA definition, all toxic releases—air pollutants, groundwater pollutants and more—in pounds.

**How EBR is doing:**
Toxic releases have increased 32% from 2003 to 2008.
**IndIcator:** Number of ozone non-attainment days

**Measures:**
Days when the ozone, an air pollutant that affects the eyes and respiratory system, is above the 84 parts per billion safe level established by the federal government.

**How EBR is doing:**
Though the number of ozone non-attainment days grew in 2009, the trend has been favorable. Just a few years ago, the number of ozone non-attainment days was in double digits.

*Source: Louisiana Department of Environmental Quality*

*non-attainment days classified as days where ozone levels exceed 84 parts per billion (ppb)*
Vision, or what East 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 planning together for a smart-growing region. Local government is open, inclusive and ethical, and provides high-quality services for all residents.
**INDICATOR:** Pace of progress

**Measures:**
New to CityStats, this indicator reveals what residents believe about the pace of progress.

**What residents think:**
A majority believe that Baton Rouge is progressing too slowly; only 7% believe the parish is progressing too fast.
INDICATOR: Neighborhood conditions

Measures:
Are neighborhoods getting better, worse or staying the same.

What residents think:
A mixed bag. More residents say the areas where they live have improved, but a greater percentage also say their neighborhoods have gotten worse.

Source: CityStats survey
**INDICATOR:** Library system service

**Measures:**
On a five-point scale, where 1 is poor and 5 excellent, library department services are rated by residents in the CityStats poll.

**What residents think:**
Residents give the library an average of 4.5, about the same as 2008.

**INDICATOR:** Quality of public schools

**Measures:**
On a scale of one to five, where 1 is poor and 5 excellent, the rating of public schools. The rating is from our poll of EBR residents.

**What residents think:**
The public school system gets a better grade, 2.7 in 2009 versus 2.5 in 2008.
**INDICATOR: Perception of BREC parks system**

**Measures:**
On a five-point scale, where 1 is poor and 5 excellent, BREC’s rating in the CityStats poll.

**What residents think:**
Like last year, BREC scores an average of 3.8 in the 2009 survey.

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**INDICATOR: Perception of public works department**

**Measures:**
On a five-point scale, where 1 is poor and 5 excellent, the rating of Department of Public Works in the CityStats poll.

**What residents think:**
Unchanged from 2008, residents give DPW a 3.4 average again in 2009.
**Indication:** Perception of services of fire department

**Measures:**
On a scale, where 1 is poor and 5 is excellent, the rating of fire department services from the CityStats poll.

**What residents think:**
Just as last year, the fire department gets the highest marks among all local government departments. The department averaged 4.5, up from 4.4 last year.

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**Indication:** Perception of services of police and sheriff’s office

**Measures:**
On a five-point scale, where 1 is poor and 5 excellent, the rating of services by the police department and sheriff’s office in the CityStats poll.

**What residents think:**
The departments were graded 3.7, down from 3.8 last year.
INDICATOR: **Volunteering**

**Measures:**
Percentage volunteering with charitable, civic, religious or other volunteering organizations.

**What residents did:**
Without accepting any pay in return, two-thirds of the surveyed said they volunteered last year. Because this is a new indicator, a pattern will emerge in subsequent years.

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INDICATOR: **Political influence**

**Measures:**
Influence over political leaders.

**What residents believe:**
A little more than half the people in the survey said they have influence over their leaders, while 45% said they had little or no influence. Because this is a new indicator, a pattern will emerge in subsequent polls.
Vision, or what East 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.
**INDICATOR:** Newborns with healthy birth weight

**Measures:**
Percent of babies weighing more than 5 pounds, 8 ounces at birth, which is considered a healthy weight.

**How EBR is doing:**
The percentage has been flat from 2003 to 2007, meaning there has been no improvement or fallback.

Source: Louisiana Department of Health and Hospitals
**INDICATOR:** Mortality rates

**Measures:**
Deaths per thousand from cancer, heart disease and diabetes.

**How EBR is doing:**
The number of deaths by cancer fell back in 2007 after rising most of the decade. Deaths from diabetes have trended down from 2003 to 2007.

<table>
<thead>
<tr>
<th>Year</th>
<th>Cancer</th>
<th>Heart Disease</th>
<th>Diabetes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>1.63</td>
<td>2.24</td>
<td>0.14</td>
</tr>
<tr>
<td>2004</td>
<td>1.7</td>
<td>2.16</td>
<td>0.16</td>
</tr>
<tr>
<td>2005</td>
<td>1.73</td>
<td>2.2</td>
<td>0.11</td>
</tr>
<tr>
<td>2006</td>
<td>1.77</td>
<td>2.07</td>
<td>0.09</td>
</tr>
<tr>
<td>2007</td>
<td>1.71</td>
<td>1.95</td>
<td>0.09</td>
</tr>
</tbody>
</table>

Source: Louisiana Department of Health and Hospitals
INDICATOR: **Infant mortality rate**

**Measures:**
Number of infant deaths (one year or younger) per 1,000 live births. Infants die for many reasons, including natural causes, lack of prenatal care, and drug and alcohol use when their mothers were pregnant.

**How EBR is doing:**
East Baton Rouge has a problem. Though this report generally avoids making comparisons with other regions, we make an exception here. East Baton Rouge’s infant mortality rate mirrors the rate for Louisiana, which has been more than twice the national average. In EBR, infant mortality trended higher from 2003-2007.
INDICATOR: **Cases of sexually transmitted diseases**

Measures:
Total new cases of sexually transmitted diseases.

How EBR is doing:
Not good, as new cases of sex diseases either remained the same or rose from 2004 to 2008. One bright spot: Cases of syphilis have been cut in more than half during that time.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>130</td>
</tr>
<tr>
<td>2005</td>
<td>107</td>
</tr>
<tr>
<td>2006</td>
<td>99</td>
</tr>
<tr>
<td>2007</td>
<td>70</td>
</tr>
<tr>
<td>2008</td>
<td>58</td>
</tr>
</tbody>
</table>
**Diagnosed Cases**

**Chlamydia**

- 2004: 2,426
- 2005: 1,841
- 2006: 2,069
- 2007: 2,189
- 2008: 2,307

**Gonorrhea**

- 2004: 1,293
- 2005: 1,095
- 2006: 1,601
- 2007: 1,226
- 2008: 1,000

**HIV**

- 2004: 214
- 2005: 254
- 2006: 248
- 2007: 258
- 2008: 258

Source: Louisiana Office of Public Health
Vision, or what East 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.
**INDICATOR: Average commute times**

**Measures:**
Time it takes for Baton Rouge residents to get to work.

**How EBR is doing:**
Commuters got to their jobs just a bit faster in 2008. Overall, though, the amount of time it takes to drive to work has been relatively unchanged over five years. The city-parish’s road building program may reduce commuting time in coming years.

**INDICATOR: Airport use**

**Measures:**
Number of passengers flying to and from Baton Rouge Metro Airport.

**How EBR is doing:**
Katrina spiked airport use, but the airport has been in a sharp decline ever since. Inbound and outbound passengers totaled 718,669 in 2009, down 11% from 801,627 in 2008 and 36% from 977,147 in 2007.
**INDICATOR:** Average weekly ridership for bus system

**Measures:**
Number of weekly riders using Capital Area Transit System.

**How EBR is doing:**
As the economy slowed, the number of people riding buses rose 5% in 2008.

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**INDICATOR:** Frequency of bus ridership

**Measures:**
In our survey, respondents tell how frequently they ride the bus each week.

**How EBR is doing:**
In our 2009 survey, the percentage of people who said they ride the bus daily grew to 4% from about 1%.
**INDICATOR:** Average weekly bus mileage

**Measures:**
Number of revenue-generating miles driven weekly by Capital Area Transit System buses.

**How EBR is doing:**
Poor. Financial struggles caused the Baton Rouge bus system to reduce routes, dropping average weekly bus miles by 16% in 2008. The reduction in routes has made it harder for the working poor; nearly 20% earning less than $25,000 in our survey said they ride the bus daily or a few times a week.

Source: Capital Area Transit System
INDICATOR: Traffic solutions

Measures:
Opinions on alternative solutions for reducing traffic congestion.

What EBR residents want:
People want bigger and wider roads and a loop around Baton Rouge. Those are the preferred solutions to Baton Rouge’s traffic congestion among residents surveyed for this report. Just 16% want improved public transit, while 8% want all options—wider roads, a loop and more public transit.
Vision, or what East 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 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.
INDICATOR: **Total number of violent offenses**

**Measures:**
Violent offenses, which are murder, nonnegligent manslaughter, forcible rape, robbery and aggravated assault. Statistics include all police and security departments.

**How EBR is doing:**
A 3% decline in total violent offenses in 2008 extended an improvement that began in the previous year. Based on the self-reported numbers, most of the improvement can be attributed to areas outside the city, where violent crime was down 20%. In the city, violent crime increased 3% in 2008.

Source: Police departments and the sheriff’s office
NUMBER OF VIOLENT OFFENSES (by departments)

Source: Police departments and the sheriff’s office
NUMBER OF NONVIOLENT OFFENSES (by departments)

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baker</td>
<td>664</td>
<td>769</td>
<td>755</td>
<td>504</td>
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<tr>
<td>BR Police Dept.</td>
<td>482</td>
<td>497</td>
<td>458</td>
<td>457</td>
<td>500</td>
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<tr>
<td>EBR Sheriff</td>
<td>163</td>
<td>323</td>
<td>257</td>
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<td>LSU</td>
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</tr>
<tr>
<td>Zachary</td>
<td>205</td>
<td>43</td>
<td>43</td>
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<td>43</td>
</tr>
</tbody>
</table>

Source: Police departments and the sheriff’s office
**INDICATOR:** Total number of nonviolent offenses

**Measures:**
Break-ins, thefts, nonviolent drug offenses and many other nonviolent crimes are part of this indicator.

**How EBR is doing:**
A 10% drop in nonviolent crime continues a trend that goes back to at least 2004. Nonviolent crime has been declining in all areas of the parish.

**Source:** Police departments and the sheriff’s office
**Indicator:** Safe walking at night?

**Measures:** Whether survey respondents feel safe walking alone at night in their neighborhoods.

**How EBR is doing:** Relatively unchanged from last year, 42% don’t feel safe walking alone at night in their neighborhoods. The fear crosses racial boundaries, with 43% of African Americans and 37% of whites answering the question with a “no.”

*Source: CityStats survey*
**INDICATOR:** More or less concerned about crime?

**Measures:**
Whether respondents to the CityStats survey are more or less concerned about a crime committed against them or a family member versus a year earlier.

**How EBR is doing:**
Residents fear their safety or that of a family member, with 56% “somewhat more concerned” or “much more concerned” about being victimized. Though the number is high, the total is down 4% from the 2008 survey.

**INDICATOR:** Victim of crime in past year

**Measures:**
From the CityStats survey, this new indicator asks residents whether they have had money or property stolen, property vandalized, home broken into, car stolen, or been the victim of a personal assault or attack in the past year.

**How EBR is doing:**
Based on the poll, crime is widespread in the parish, crossing income levels and geographic areas. Answering “yes” in income categories were 35% among those earning less than $25,000, 23% among those earning $25,000 to $50,000 and 20% among those earning more than $50,000.
**INDICATOR:** Number of traffic accidents

**Measures:**
Vehicle accidents.

**How EBR is doing:**
Because 2009 numbers were not available when this report was completed, the graph is the same as the one used last year.

Source: LSU Highway Safety Research Group
**INDICATOR:** Participation in community safety programs

**Measures:**
People choosing to participate in programs such as Neighborhood Watch.

**How EBR is doing:**
A sharp increase, as 11% more residents in the CityStats survey said they were participating in community safety programs.
Vision, or what East 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.
**INDICATOR:** Racism as problem

**Measures:**
Racism as a problem in East Baton Rouge, where 1 is not a problem and 5 is a serious problem.

**How EBR is doing:**
Racism is not as much of a problem, say residents in the CityStats survey. The percentage saying racism is a problem—a combination of “4” and “5”—dropped to 36% in 2009 from 40% in the 2008 survey. There is a difference among races, with 28% of African Americans answering “5,” or “serious problem,” versus 14% of whites in 2009.

**Source:** CityStats survey
INDICATOR: Poverty rates

Measures:
Percentage of people living in poverty under the federal definition. The graph includes overall poverty, as well as children and seniors living in poverty.

How EBR is doing:
The rate of poverty among African Americans rose in 2008 after three consecutive annual declines. Poverty is nearly three times higher for African Americans than whites, but one of every 10 white people is poor as well. Meanwhile, one of every four children were poor in 2008, ending three years of improvement in this indicator.
**INDICATOR: Couldn’t pay for food within past 12 months**

**Measures:**
From our survey, the percentage of people who said they could not afford to buy food sometime in the previous year.

**How EBR is doing:**
In a recessionary year, a 22% spike in this indicator. More than one-fourth of residents couldn’t afford to eat sometime during the year.

**PERCENT UNABLE TO PAY FOR FOOD IN THE LAST 12 MONTHS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>22%</td>
</tr>
<tr>
<td>2009</td>
<td>27%</td>
</tr>
</tbody>
</table>

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**INDICATOR: Couldn’t pay for housing within last 12 months**

**Measures:**
In our survey, the percentage saying they couldn’t afford housing sometime in the previous year.

**How EBR is doing:**
This was unchanged from 2008.

**PERCENT UNABLE TO PAY FOR HOUSING IN THE LAST 12 MONTHS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>14%</td>
</tr>
<tr>
<td>2009</td>
<td>14%</td>
</tr>
</tbody>
</table>
**INDICATOR:** Incidents of child abuse  
**Measures:**  
Child abuse incidents reported to the authorities.  
**How EBR is doing:**  
Bad news. Incidents of child abuse increased 22% after a three-year trend that showed the parish was making progress.

**INDICATOR:** Teen birth rate  
**Measures:**  
Percentage of teen girls—15- to 19-years old—giving birth in the year.  
**How EBR is doing:**  
A bit higher in 2008, but the trend has been favorable since 2003. Teen birth rates nationwide had declined each year since 1991, but the good news ended in 2005. In Louisiana, the teen birth rate continued to decline until 2008.
**Indicator:** Euthanasia of animals

**Measures:**
Number of dogs and cats put down by East Baton Rouge Animal Control.

**How EBR is doing:**
The number of dogs and cats euthanized was down in 2008 but that was from a three-year high the year before. The Baton Rouge Area Foundation has worked with animal welfare advocates in the past year to create a program to stop the killing of adoptable cats and dogs. The effort has resulted in the creation of the Humane Society of Baton Rouge, which began its work in January 2010.
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 first report in 2009, and for this report. The indicators are from government agencies and civic groups; a poll conducted by Survey Communications Inc. provides some of the indicators in the report.
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.

The Foundation and its fund donors will use the indicators to guide millions in annual grants to nonprofits and to choose projects. We hope nonprofits, business interests and local government rely on the indicators for their work as well.

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.

Why are there no comparisons to other towns, such as Austin?
The indicators are for charting progress in East Baton Rouge, not to evaluate progress against other parishes and counties. There are two reasons for this. One, areas are dissimilar and not comparable. Austin, Texas, is not East Baton Rouge, and neither are Jackson, Miss., or Birmingham, Ala.

Two, indicators for East Baton Rouge let residents focus on enhancing the parish.

Several key factors of this project should be kept in mind:
• 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 roadmap 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 February 2010, 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 late November by Survey Communications Inc. of Baton Rouge. The survey measures citizen opinions and reported behaviors on various quality-of-life questions. The sample is 400 residents representative of the parish population. The survey has a plus or minus 4.9% margin of error.

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.
**Culture and Recreation**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library books checked out</td>
<td>Number of library books checked out annually through the East Baton Rouge Library system.</td>
</tr>
<tr>
<td>Library PC use</td>
<td>Hours of computer use at library based on PC reservations</td>
</tr>
<tr>
<td>Downloads of books, audio, video</td>
<td>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.</td>
</tr>
<tr>
<td>Total attendance at cultural facilities</td>
<td>Combined total attendance at the Louisiana Art and Science Museum, USS Kidd, LSU Museum of Art, Baton Rouge Zoo and Manship Theatre.</td>
</tr>
</tbody>
</table>

**Attendance at cultural events**
In the CityStats survey, the percentage of residents who said they attended the listed events.

**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.

**Economy**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Baton Rouge unemployment rate</td>
<td>Average unemployment in Baton Rouge during each year.</td>
</tr>
<tr>
<td>Net job growth</td>
<td>Total number of jobs in East Baton Rouge and increase in number of jobs year over year.</td>
</tr>
<tr>
<td>Adjudicated properties</td>
<td>Number of properties controlled by city-parish government for not paying back taxes.</td>
</tr>
<tr>
<td>Net migration</td>
<td>The difference between the number of people entering and leaving the parish.</td>
</tr>
<tr>
<td>Patents issued</td>
<td>The total number of patents issued to residents of East Baton Rouge.</td>
</tr>
</tbody>
</table>

**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 at their homes.

**Education**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population with a bachelor’s degree</td>
<td>The percentage of East Baton Rouge residents who are 25 and older with at least a bachelor’s degree.</td>
</tr>
<tr>
<td>Population with a high school diploma</td>
<td>The percentage of East Baton Rouge residents who are 25 and older with at least a high school degree.</td>
</tr>
<tr>
<td>High school dropout rate</td>
<td>Percentage of public schools students in 9th through 12th grades who dropped out of school during the year.</td>
</tr>
<tr>
<td>High school graduation rate</td>
<td>Percentage of 12th graders who received their high school diplomas during the year.</td>
</tr>
<tr>
<td>School enrollment</td>
<td>Total enrollment in public school system and all private schools.</td>
</tr>
<tr>
<td>Core classes taught by highly qualified teachers</td>
<td>Highly qualified teachers as defined under the No Child Left Behind Act.</td>
</tr>
<tr>
<td>Fourth-grade LEAP passage rate</td>
<td>Percentage of students passing a required standardized test.</td>
</tr>
<tr>
<td>Eight-grade LEAP passage rate</td>
<td>Percentage of students passing a required standardized test.</td>
</tr>
</tbody>
</table>

**Environment**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Litter as a problem</td>
<td>From the survey, residents rate litter as a problem on a five-point scale.</td>
</tr>
</tbody>
</table>
Curbside residential recycling ................................................. 26  
Tonnage of recycled material picked up curbside from homes.

Total residential and commercial recycling ................................ 26  
The amount of waste recycled by businesses and homes. For homes, it includes curbside recycling, yard waste, compost, batteries and more.

Toxic air pollutants .................................................................. 27  
Amount of air pollutants only released in EBR under a definition by the Environmental Protection Agency.

Total toxic releases ................................................................ 27  
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 ..................................................... 28  
Number of days ozone exceeded an Environmental Protection Agency amount deemed to be harmful to human respiration.

**Government/Civic Participation**

Pace of progress ..................................................................... 30  
Opinion in the CityStats survey of the pace of progress in EBR.

Satisfaction with current neighborhood .................................... 31  
How satisfied or dissatisfied residents are with the immediate area where they live. The rating is from the CityStats survey.

Perception of library system ................................................... 32  
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 ................................................... 32  
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 ...................................... 33  
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 .................................. 33  
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 ................................. 34  
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 .................. 34  
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 .......................................................................... 35  
In CityStats poll, the percentage who said they volunteered with a local organization without compensation.

Political influence .................................................................... 35  
From the poll, residents belief of their influence—or lack thereof—over elected officials.

**Health**

Newborns with healthy birth weight ......................................... 37  
Percent of babies weighing more than 5 pounds, 8 ounces at birth, which is considered a healthy weight.

Mortality rates .......................................................................... 38  
Deaths per thousand from cancer, heart disease and diabetes.

Infant mortality rate ............................................................... 39  
Number of deaths per thousand of infants under 12 months of age.

New cases of sexually transmitted diseases ............................. 40  
Number of new cases of HIV, syphilis, gonorrhea and chlamydia.

**Infrastructure**

Average commute times .......................................................... 43  
Time it takes for East Baton Rouge residents to get to work.

Airport use .............................................................................. 43  
Number of passengers to and from Baton Rouge Metro Airport.

Average weekly ridership for bus system ................................. 44  
Number of weekly riders using Capital Area Transit System.

Frequency of bus ridership ...................................................... 44  
The number of times residents said they rode the bus in 2008. The result is from our CityStats survey.

Average weekly bus mileage ................................................... 45  
Number of miles driven by vehicles operated by the Capital Area Transit System.
Traffic solutions ................................................................. 46
In the CityStats survey, residents say whether they prefer more roads, more transit or both.

Public safety
Number of violent crimes ....................................................... 48
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 ................................................. 50
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.

Perception of personal safety in neighborhood ...................... 52
Whether CityStats survey respondents feel safe walking alone at night in their neighborhoods.

Concern about criminal activity versus a year ago .................. 53
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 .................................................... 53
From the CityStats survey, percentage of residents who said they had money or property stolen, property vandalized, home broken into, car stolen, or been the victim of a personal assault or attack in the past year.

Number of traffic accidents .................................................... 54

Participation in a community safety program ....................... 55
People choosing to participate in Neighborhood Watch or other community safety programs, as tallied in the CityStats survey.

Social well-being
Racism as a problem .......................................................... 57
In the CityStats survey, residents were asked to rate racism as a problem on a five-point scale.

Poverty rates ................................................................. 58
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 ......................... 59
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 ..................... 59
From CityStats survey, percentage who said they didn’t have enough money to pay for housing.

Incidents of child abuse .................................................... 60
Child abuse incidents reported to authorities.

Teen birth rate ............................................................... 60
The percentage of teen girls—15- to 19-year-olds—giving birth in the year.

Animal euthanization ........................................................ 61
Number of animals put down by East Baton Rouge Animal Control in a given year.