

BATON ROUGE
CITYSTATS2017 /

INDICATORS FOR TRACKING OUR QUALITY OF LIFE

UNDERWRITTEN BY THE NEWTON B. THOMAS SUPPORT FOUNDATION

*Baton Rouge
Area Foundation*



ABOUT CITYSTATS

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

CityStats began in 2008, when hundreds of people joined the Baton Rouge Area 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 Foundation has issued this report each year since 2009.

The CityStats project is underwritten by the Newton B. Thomas Support Foundation, which is a nonprofit that works in concert with the Foundation. We contract with the Baton Rouge Area Chamber to gather public statistics and with the LSU Public Policy Research Lab to conduct the companion survey. The Foundation and its fund donors use the indicators to assist in decision making about grants and to help choose and guide projects. We hope other civic groups and policymakers use this report to work with us to make East Baton Rouge a better, more equitable place.

CITYSTATS2017

Here is a snapshot of key indicators we track each year. Generally, the quality of life in East Baton Rouge is improving. Crime is down, the economy is doing well and the education system is improving slowly. The biggest problem—and the greatest drag on many of the other indicators—is the level of poverty, which was higher in 2016 and has remained too high when compared to most other places in the nation.

GOOD | BAD | NO CHANGE

ARTS, CULTURE AND RECREATION

Attendance at cultural facilities

Miles of public trails

Acres of parks

Library use

ECONOMY

Net job growth

EBR unemployment rate

EBR net migration

EBR median household income

Residential building permits

Total patents issued

EDUCATION

Residents with bachelor's degrees

All residents with high school diploma

Pre-K enrollment

Total school enrollment in parish

ENVIRONMENT

Curbside recycling

Toxic releases

Toxic air pollutants

HEALTH

Infant mortality rate

Newborns with healthy birthweight

Adult obesity

Deaths from cancer

Deaths from heart disease

Deaths from diabetes

New HIV cases

New syphilis cases

New gonorrhea cases

New chlamydia cases

INFRASTRUCTURE

CATS ridership

Weekly CATS miles

Time stuck in traffic

Airport passengers

PUBLIC SAFETY

Traffic accidents

Violent crime

Nonviolent crime

Murders

SOCIAL WELL-BEING

Poverty rate

Incidents of child abuse

Teen birth rate

METHODOLOGY

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

Three times in 2008, hundreds of residents joined us to learn about indicators, define visions for the community and pick indicators that could—if acted upon—propel Baton Rouge to a higher quality of life.

A veteran from the Jacksonville Community Council refined the indicators, making sure they matched the desired outcomes defined at the community meetings.

For this report, each year the Foundation hires the Baton Rouge Area Chamber to gather the public data, and LSU's Public Policy Research Lab to conduct the companion poll.

The poll is representative of East Baton Rouge Parish. Results were weighted by age, race and gender to more closely resemble the demographic breakdowns of the most recently available census data on East Baton Rouge.

The survey was taken from April 18 through May 9, 2017. Interviewers polled 164 respondents via landlines and 353 via cell phone for a total sample of 517 respondents. The sample has a margin of error of plus or minus 4.3%.

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LETTER FROM THE CHAIR



The residents are restless. More than ever, they are impatient with the slow pace of progress in East Baton Rouge Parish. And most believe their elected officials just aren't listening to them. That's what people here are telling our pollsters.

Inhabitants of the parish don't want Obamacare repealed, and an overwhelming majority back the Medicaid expansion under the Affordable Care Act. They strongly agree that global warming is real, that it's already harming Louisiana, and that the government should regulate greenhouse gas emissions.

While the people of the parish aren't on board with self-driving cars yet, they do want bike paths to help them move around town. They're using Uber and Lyft for nights on the town, but very few are ready to give up their cars to rely on ride-hailing services. As is true with every generation, the young are far more open to new ideas and technologies.

We've been producing this annual review of the quality of life for nine years. It tells us where we are as a parish, how far we've come, and where we need to go.

At the Baton Rouge Area Foundation, we use CityStats to guide our work. Over the years, some other organizations have come to rely on this report, along with other resources we produce, to direct their efforts on behalf of the community.

There's always good news among the findings, and this year is no different. The local economy is doing well. And because it's diversified, our economy withstands fickle global shifts in industry and politics. People are moving into the parish, the job base is growing, and unemployment is dropping.

But there's a snag that is holding us back, and it's one that we share with the rest of the nation. The wage gap

between groups within our citizenry is enormous. For every \$1 earned by whites in EBR, Hispanics earn 79 cents, while African Americans earn 50 cents.

Lower wages point to the underlying problem: poverty, the single largest issue that East Baton Rouge faces. In 2015, one of every five residents of EBR lived below the poverty level. The most affected are children and African Americans, both with a poverty rate of about 27%. That figure hasn't budged much over time—a sign that, as a community, we just aren't doing much to tackle the fundamental problem.

A mountain of research correlates poverty with a wide range of social ills, including meager school outcomes, high crime levels, and teenage pregnancy. It's true that teen pregnancy is at an all-time low, which is good news. However, more than 70% of teenage pregnancies here are attributed to impoverished African American girls. Poor teen mothers start a cycle of generational poverty that is difficult to break.

We hope you'll take time to learn the facts about your community that CityStats reveals, and then we hope you'll share it with others.

A big section of this year's survey is devoted to how we get around town—more than a headache for all of us. CityStats data shows that the commute time for work is about the same as before, but we are spending more hours stuck in traffic, meaning that off-peak traffic is worsening across the parish.

You would think that adding road capacity would improve flow, but traffic engineers say this isn't so. Widening roads only triggers "induced demand," engineers have found, where people shift their motoring patterns to fill up new lanes, and the congestion quickly returns. Far better is to connect existing roads, a solution that creates a grid and reduces travel times. That's what's recommended under the parish's master plan, FuturEBR.

Another strategy that's proven to ease traffic is offering the public more transportation choices, like mass

transit or bike and walking paths. Our survey shows that residents do love their cars, but are willing to shift some of their travel to alternative ways of getting around if those options are safe and convenient. So, at the Foundation, we are focusing on new travel choices, offering support for ride hailing services, mass transit, and an inter-city passenger rail. A nonprofit we started will introduce bikeshare in early 2018. If other cities are any indication, bikeshare in Baton Rouge should spark more bicycling in general, shifting traffic from roads and improving overall livability.

We hope you'll take time to learn the facts about your community that CityStats reveals, and then we hope you'll share it with others. The data here assists our

fund donors in choosing their philanthropic priorities and in making decisions about the grants they give. CityStats also helps us pick which civic projects to pursue and how best to approach them.

Let me close by thanking Newton B. Thomas. His nonprofit, a supporting organization of the Baton Rouge Area Foundation, underwrites CityStats' data collection and related research projects.



S. Dennis Blunt, Chair
Baton Rouge Area Foundation

ABOUT THE FOUNDATION

The Baton Rouge Area Foundation's purpose is to improve the quality of life for all people in South Louisiana. The Foundation does so in three ways. One, we serve philanthropists, connecting them with causes they care about most. The Foundation manages charitable accounts for our fund donors and makes grants on their behalf to nonprofits. The Foundation has granted more than \$450 million since its inception in 1964.

Two, the Foundation takes on projects for civic good. These include downtown redevelopment, building a Water Campus for scientists who are taking on coastal water issues, improving mobility in East Baton Rouge Parish, partnering to improve mental health treatment and championing inter-city rail between Baton Rouge and New Orleans.

Three, the Foundation offers strategic consulting services to nonprofits. The services include building capacity through fundraising and strategy.

We are among more than 700 community foundations in the country and among the largest in the Southeast.

Our asset base was more than \$626 million at year-end 2016. We serve most of South Louisiana through affiliates—the Community Foundation of Southwest Louisiana in Lake Charles and the Northshore Community Foundation in Covington.

OUR MISSION

The Baton Rouge Area Foundation unites human and financial resources to enhance the quality of life in South Louisiana. To achieve our mission, we...

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

*Baton Rouge
Area Foundation*

CULTURE/RECREATION

What EBR wants to be: CityStats indicators measure how well East Baton Rouge is doing compared to the vision of the future established in public meetings when this project began in 2008.

Here is the vision for Culture and Recreation: East Baton Rouge appreciates its heritage with all of its character, charm and cultural traditions, and celebrates the joy 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 recreational activities, from youth sports to hunting to fishing.

How EBR is doing: Attendance at cultural facilities has declined in the parish. Notable: Fewer people attended the zoo, and BREC is considering a new zoo in South Baton Rouge to give the fading facility a new life. For the first time, we asked residents how often they attend events instead of which events they attend. Knowing how often they attend events shows the vibrancy of the community. We'll track this indicator over time. There are more trails and BREC is building more, but the amount of parkland remains unchanged. Every year, more and more people use the libraries, with digital downloads of books and videos continuing to explode.



2016 ATTENDANCE AT CULTURAL FACILITIES

Identified facilities

Zoo attendance declined because of bad weather; BREC is exploring the idea of a new zoo in South Baton Rouge to boost attendance. Attendance was down at the Manship Theatre, and flat at the Louisiana Art and Science Museum. Bright spot: more people are visiting the LSU Museum of Art. *Note:* Attendance could have suffered because of the flood.

BR ZOO 218,183 ↓ Lowest attendance in at least 12 years, down 18% from peak in 2006.

LOUISIANA ART & SCIENCE MUSEUM 176,398
Flat from a year earlier, and down 23% from a peak in 2006.

USS KIDD 79,238 ↓ Decline of 8% from the previous year.

MANSHIP THEATRE 31,216 ↓ Third consecutive year of decline in attendance.

LSU MUSEUM OF ART 24,111 ↑ 36% jump from the previous year and record year.

TOTAL
ATTENDANCE

529,146

DOWN
2%

SOCIAL CAPITAL

Social networks are born and sustained where people gather. Examples of social networks include email exchanges among members of cancer support groups, friendship networks, sports leagues, churches, schools, civic associations, clubs. Downtowns are important to social networks because they offer places for people to gather, so are museums and theaters and festivals. CityStats measures social capital by attendance at cultural facilities (page 6) and, for the first time, a couple of questions directly related to the concept.

Attendance at community events

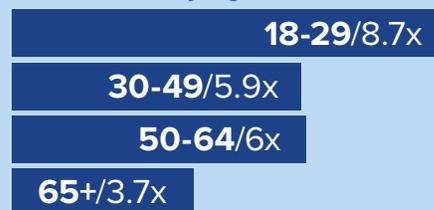
CityStats survey

About how many times in the past 12 months did you attend a celebration, parade, or a local sports or art event in your community?



6.2x
AVERAGE

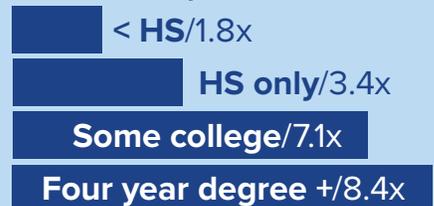
Attendance by age:



Attendance by income:



Attendance by education:



CULTURE/RECREATION
OUTDOOR RECREATION

6,634 

Acres of public parks *BREC*
The number doesn't change much,
as BREC is not buying land for parks.

Miles of public trails

BREC

38% increase, but the total is small for a city our size. Austin, for instance, has hundreds of miles of trails. Still, new trails were opened last year by BREC, which is adding more under a long-term project to connect the biggest parks with trails and paths.

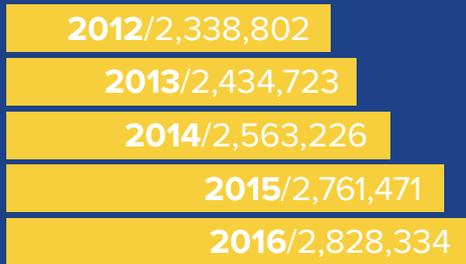
54



LIBRARY USE

Baton Rouge is big on libraries. We approve and renew library taxes and celebrate each new library that opens. And we are using the libraries more than ever.

Total circulation *EBR Library*



COMPUTER LOGINS

1.46 million

Down 9%

Computer use, as measured by logins, was down about 9% from 2015 but greater than in 2014 and the second-highest ever.



577,915

Digital downloads

EBR Library

Downloads of books, music, magazines and video continue to grow rapidly, and they account for a growing percentage of total circulation. Downloads rose 24% in 2016, and comprised 20% of all circulation, up from 17% in 2015.

ECONOMY

What EBR wants to be: CityStats indicators measure how well East Baton Rouge is doing compared to the vision of the future established in public meetings when this project began in 2008.

Here is the vision for the Economy: East Baton Rouge has a broad, diversified economy providing jobs at high wages for its residents. The region supports and retains an educated and flexible workforce and employment opportunities that match local skills. Economic growth is managed responsibly

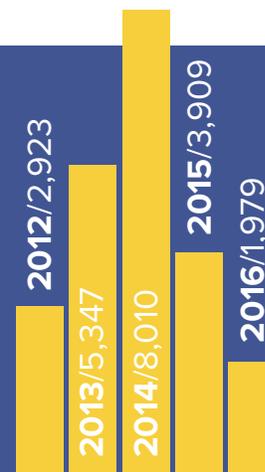
to ensure the sustainability and the economic vibrancy of all parts of the region. Residents can enjoy a range of housing opportunities and choices to meet all needs, and all neighborhoods thrive.

How EBR is doing: Baton Rouge's economy is doing well. Unemployment is declining, the job base is growing, and more people are moving into the parish than moving out. The pay gap, a problem across the nation, is very visible in EBR, where African Americans earn about half the amount of whites.



Net job growth *U.S. Census Bureau*

The East Baton Rouge Economy has grown for five straight years, continuing a pattern of overall job growth that stretches back for decades. EBR's economy is not dynamic, but withstands shocks because it's diverse. Health care, retail, industrial businesses and government jobs are the mainstays of the economy.



EBR Unemployment rate (2016) *U.S. Census Bureau*

The average unemployment rate dropped from 5.4% the previous year and was 5.8% the year before that. The rate was the lowest since 2007, when the national recession began. In total, last year, **A RECORD 226,371 PEOPLE WERE EMPLOYED IN THE PARISH.**

4.4%

Net migration (2015) *U.S. Census Bureau*

Good news. More people moved into the parish in 2015, the third-straight year of growth. Net migration in 2015 was the greatest in a decade.

+4,759

ECONOMY MEDIAN HOUSEHOLD INCOME

U.S. Census Bureau

The median household income surpassed \$50,000 for the first time and was up 7% from 2014.



Income inequality

For every dollar earned by a white household in 2015, amounts earned by other households:



HISPANIC: 79 cents

AFRICAN AMERICAN: 50 cents

Note: Asians are not included because the sample size is too small to produce a reliable number.

129

PATENTS

U.S. Patent Office

Second-highest since the beginning of the decade

952

RESIDENTIAL BUILDING PERMITS

EBR government

Slow growth in residential units, down about 10% from the year before. The August floods affected residential construction. Residential construction has slowed in the last three years to about half the amount from earlier in the decade.

EDUCATION

What EBR wants to be: CityStats indicators measure how well East Baton Rouge is doing compared to the vision of the future established in public meetings when this project began in 2008.

Here is the vision for Education: East Baton Rouge celebrates its wealth of educational assets. Its schools provide high-quality education and prepare students for a lifetime of success and social responsibility. Children arrive at school ready to learn, perform well in school and continue to higher education or other community opportunities to learn. Parents value their children's education, and the community values and supports local educators.

Education and training institutions provide Baton Rouge's adults with opportunities for continued education, including literacy training, developing workforce skills or enjoying lifelong learning.

How EBR is doing: More residents have high school degrees than ever before, but too many schoolchildren are not starting with an advantage: only half are enrolled in pre-K. With two universities, EBR has a greater percentage of people with a college degree than the national average (30%), but fewer than places like Austin, where more stay after graduating from college.



34.1%

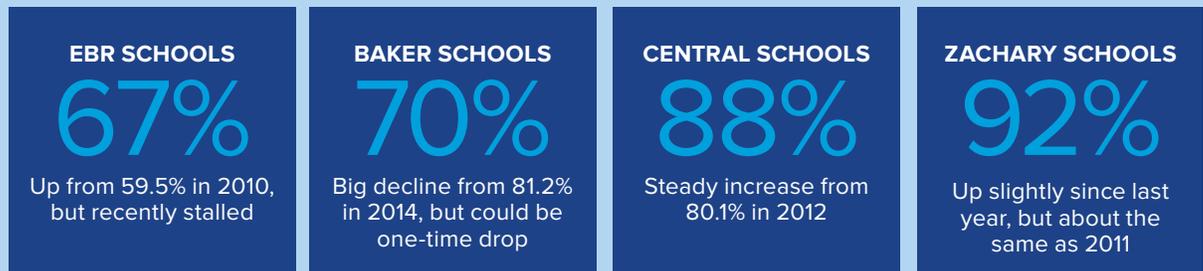
EBR Bachelor's degrees or more (2015)

Flat over the last three years, but rising over the past decade from 32.1% in 2006. EBR's 34.1% rate compares to 44.9% for Travis County (Austin) and 36% for Davidson County (Nashville).

Population 25 AND OVER with a high school diploma
U.S. Census Bureau

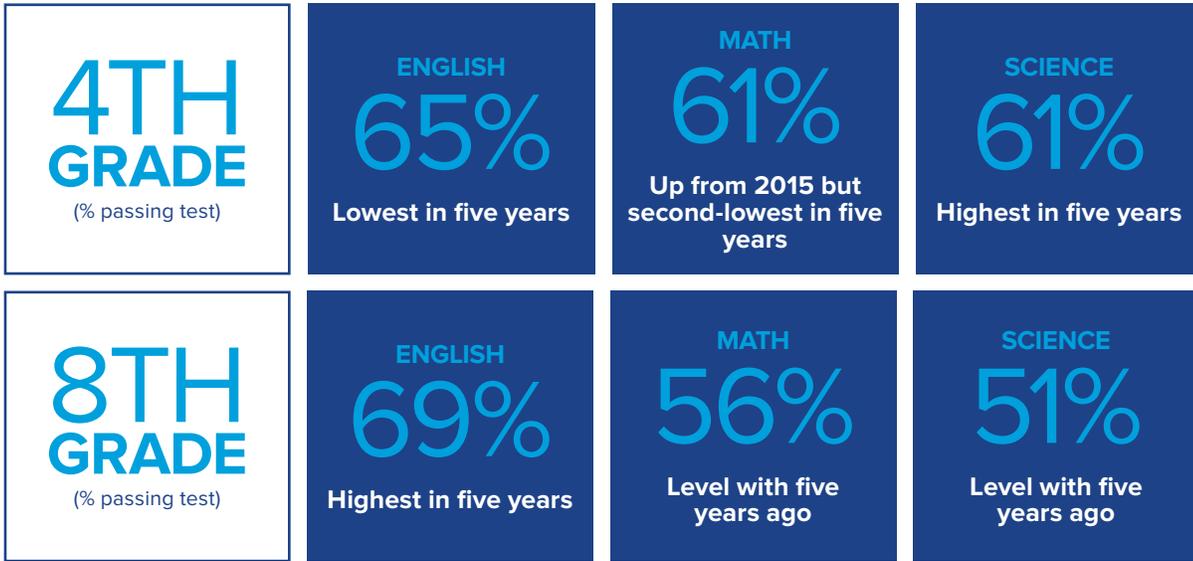


High school graduation rate (2015)



EDUCATION PASSING RATE ON STANDARDIZED TESTS [2016]

La. Dept. of Education



Pre-K enrollment (2015)

U.S. Census Bureau

Pre-K enrollment in East Baton Rouge is about the same as Louisiana and slightly higher than the national average of 47.6%. The higher the enrollment, the better the outcomes in later years. Researchers generally agree that spending on pre-K provides many benefits to society, including higher incomes and lower crimes. Yet, EBR doesn't have the funding to pay for all children to be educated before they enter kindergarten.

50%

Student enrollment (K-12)

La. Dept. of Education

Student enrollment in EBR schools, both public and private, declined nearly 5% in 2016 over 2015. The floods may have caused some of the shifts. We'll know more next year.

	2015	2016	
EBR Public Schools	42,040	40,949	-2.6%
Private Schools	18,006	16,016	-11.1%
Zachary	5,411	5,456	0.8%
Central Community	4,692	4,656	-0.8%
Recovery School District	3,235	2,649	-18.1%
City of Baker	1,459	1,479	1.4%
All EBR Students	74,843	71,205	-4.8%

ENVIRONMENT

What EBR wants to be: CityStats indicators measure how well East Baton Rouge is doing compared to the vision of the future established in public meetings when this project began in 2008.

Here is the vision for Environment:

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 East Baton Rouge are clean and support the area's unique ecosystems, and are open for local residents to experience and explore.

How EBR is doing: Residents believe in global warming, think it's already affecting Louisiana residents and want the government to do more to regulate greenhouse gas emissions. They continue to believe that EBR has a high litter rate, but they don't recycle any more than they used to. Total pollution spewed into the air is down, but higher than in most years of the first decade of the century.

LITTERING AS A PROBLEM

CityStats survey

3.7

On a five-point scale, where "5" is a serious problem and "1" is not a problem at all. In the CityStats survey, 53% said that litter is a problem, a record for the survey. Sixty-two percent of people who live within the city limits said litter is a problem.



Residential curbside recycling 2015
(in tons) *EBR Department of Public Works*

15,148

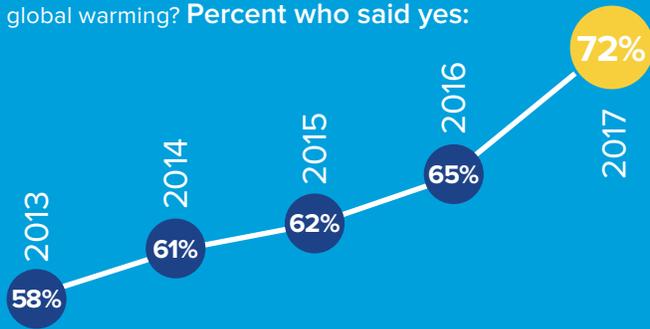
The amount of recycled material picked up curbside from homes has been mostly unchanged in the last decade. EBR residents put out 16,438 tons for recycling in 2008, the most since this statistic was kept.

ENVIRONMENT GLOBAL WARMING

CityStats survey

More than ever, EBR residents believe in global warming. They do so across every demographic, including self-identified very conservatives.

Do you believe we are currently in a period of global warming? **Percent who said yes:**



“Yes” by political ideology:

VERY LIBERAL	83%
LIBERAL	86%
MODERATE	80%
CONSERVATIVE	56%
VERY CONSERVATIVE	58%



56%

Say that global warming is already harming people in Louisiana (34% said no, 11% were undecided).

Should the government do more or less to regulate emissions that some people believe are responsible for global warming?

For more government regulation:



More regulation by political party:

DEMOCRATS	84%
REPUBLICANS	43%
INDEPENDENTS	72%

GOVERNMENT/CIVIC PARTICIPATION

What EBR wants to be: CityStats indicators measure how well East Baton Rouge is doing compared to the vision of the future established in public meetings when this project began in 2008.

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.

Here is the vision for Government and Civic Participation: East Baton Rouge’s strength is in its people, and its diverse and spirited residents are actively engaged in the governance of their community. Governing bodies throughout the region work together for the common good and are responsive to local needs. Baton Rouge

How EBR is doing: A record percentage of EBR residents said the pace of progress is too slow in EBR and that they have little or no influence over elected officials. Support for legalizing marijuana for personal use continues to rise, mirroring the nation. People who live in wealthier areas said their neighborhoods were getting better.

PACE OF PROGRESS?

CityStats survey

East Baton Rouge residents are impatient. In 2017, a record 65% said the pace of progress in the parish was too slow. They complain about traffic, crime and education. The discontent with the parish not moving faster is evident across all age groups, and education levels, political ideology and income levels. The result comes after one of the worst years in the parish, when we had floods and the Alton Sterling killing.



Progress too slow by area of parish:

SOUTH/SOUTHEAST	62%
NORTH/NORTHEAST	62%
CITY	72%

“LITTLE” OR “NO” INFLUENCE OVER ELECTED OFFICIALS

CityStats survey

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

A record for this survey: 56% of respondent said they had **LITTLE OR NO INFLUENCE** over their elected officials.



GOVERNMENT/CIVIC PARTICIPATION SATISFACTION WITH CURRENT NEIGHBORHOOD

CityStats survey

A slight drop in the number who said the area where they live is improving, 48% in 2016 to 44% now. Fifty-five percent of people earning more than \$100,000 said their neighborhoods were getting better, compared to 39% of those earning less than \$25,000.



POLITICAL IDEOLOGY

CityStats survey

We asked people to identify themselves on the political spectrum. There has been a slight shift over time toward the left in East Baton Rouge Parish, though the parish remains right of center in our survey. Here, moderates swing Democrat in national and parish-wide elections, which is why Hillary Clinton and Barack Obama won the parish, and Sharon Weston Broome beat Bodi White.



LARGEST GROUP THAT ANSWERED “**VERY CONSERVATIVE**”



LARGEST GROUP THAT ANSWERED “**VERY LIBERAL**”



People who live in the city—**7%**

LARGEST GROUP THAT ANSWERED “**MODERATE**”



LEGALIZING AND DECRIMINALIZING MARIJUANA

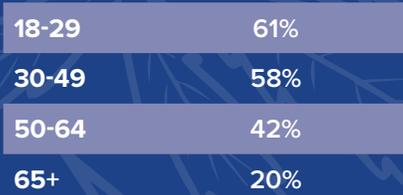
CityStats survey

The latest survey shows a strong trend for marijuana legalization. Even Republicans are softening their stance; 45% are opposed, compared to 56% last year. And so are people under 65, with 44% opposed this year, down from 47% last year.

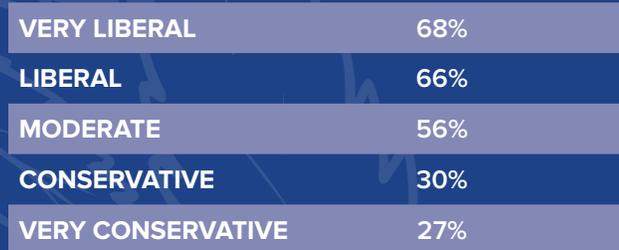
Do you support or oppose legalizing the possession of small amounts of marijuana for personal use?



Support by age:



Support by political ideology



66%

Say that people convicted of possessing small amounts of marijuana should not serve jail time. Only 9% are for jail time; the rest don't know. People agreed on this position across all demographics, including Republicans (57%).

Note: Eight states have legalized marijuana for personal use, up from four a year ago. Louisiana was the first state in the South to allow for medical marijuana. Only one growing facility is allowed in Louisiana. LSU has signed an agreement to let a private venture grow marijuana for medicine.

HEALTH

What EBR wants to be: CityStats indicators measure how well East Baton Rouge is doing compared to the vision of the future established in public meetings when this project began in 2008.

Here is the vision for Health: Here is the vision for Health: East Baton Rouge residents live healthy, active and productive lives, and understand what they need to do to take care of their bodies and their wellness across their full lifespan. All residents have access to first-class health care, including mental health assistance and a Level One trauma center; preventive health care and good behavioral choices result in lower rates of preventable disease and mortality.

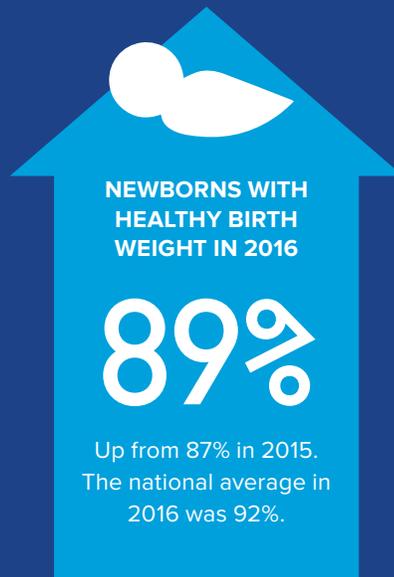
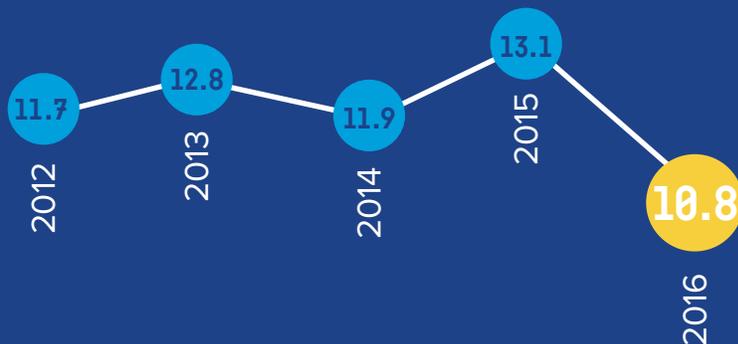
How EBR is doing: EBR is sick. The parish's infant mortality rate is down, but still much higher than the national average, meaning too many infants are dying before their first birthday. The obesity rate is higher than the nation and the trend is that more people are becoming fat. Most rates for sexually-transmitted diseases declined, including HIV. Residents are for Obamacare, but people who earn more than \$100,000 want the government to scrap it. Medicaid expansion under Obamacare by Gov. John Bel Edwards has deep support.



INFANT MORTALITY RATE

La. Dept. of Health and Hospitals

Baton Rouge's too-high infant mortality rate fell in 2016. Nearly 11 of every 1,000 infants died before their first birthday. The national rate, though, was much lower at 6.1 in 2016. In Baton Rouge and most other places, parents or guardians sleeping with their children accidentally suffocate them, which is the top reason for infant mortality, the coroner reports.



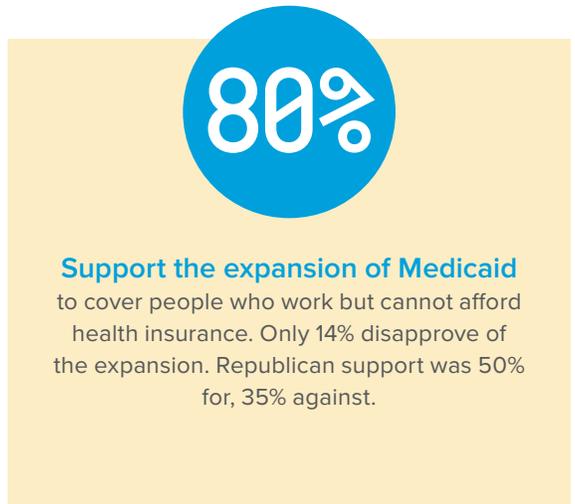
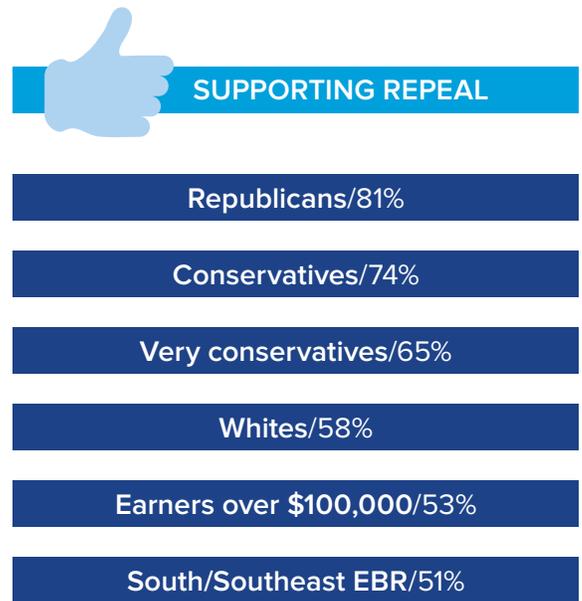
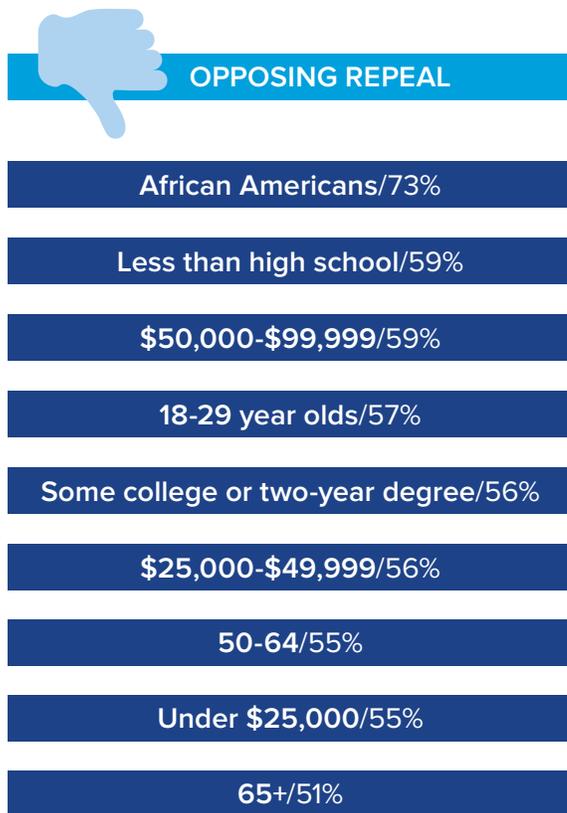
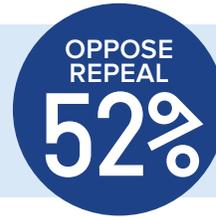


AFFORDABLE CARE ACT

CityStats survey

The U.S. House repealed the Affordable Care Act, also known as Obamacare. But the CityStats survey shows a slight majority are for ACA and big group favor the Medicaid expansion that came with Obamacare. Even Republicans back the Medicaid expansion.

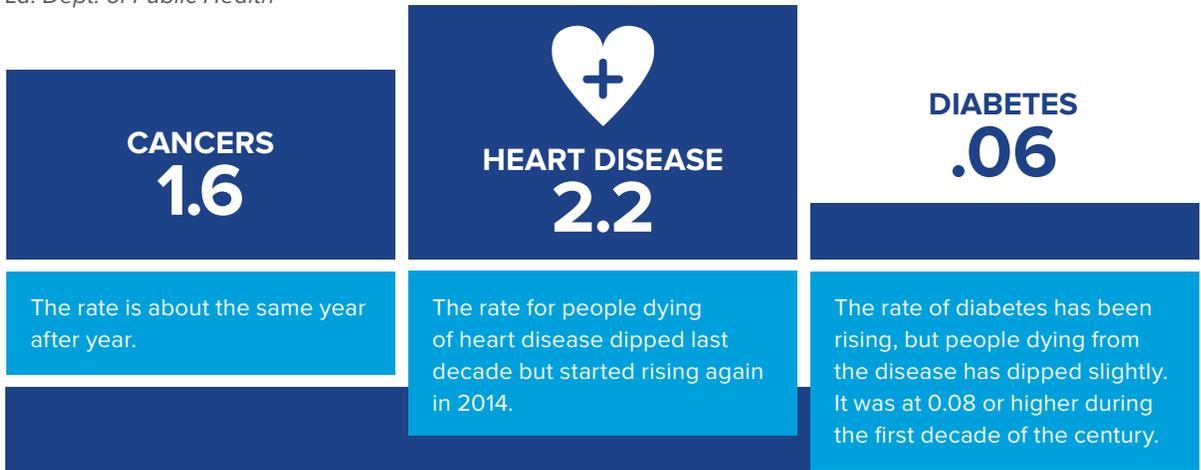
As you may know, officials in the federal government are considering repealing the Affordable Care Act, also known as "Obamacare." **Do you support or oppose repealing the Affordable Care Act?**



HEALTH DEATHS BY DISEASE

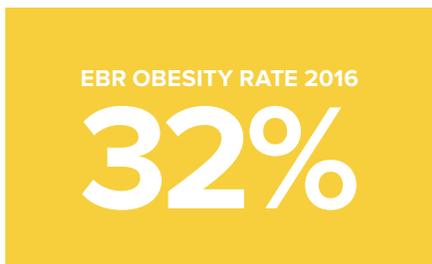
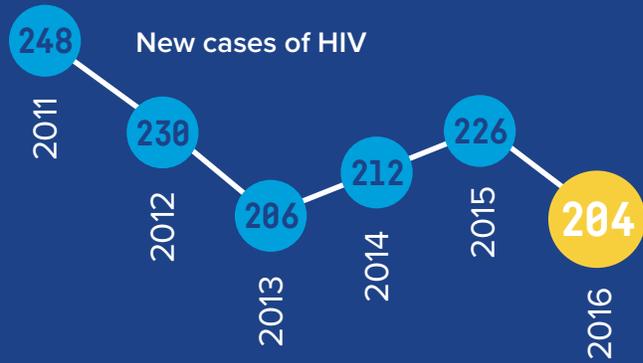
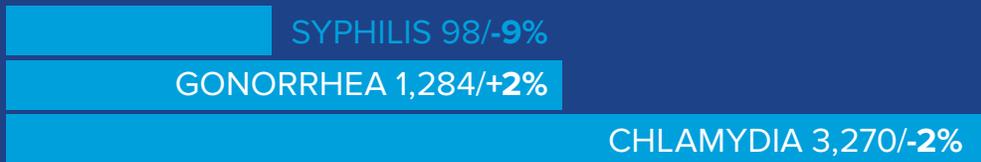
For every 1,000 parish residents (2015)

La. Dept. of Public Health



New cases of sexually transmitted diseases

Louisiana Office of Public Health



Baton Rouge and Louisiana people love food, but maybe too much. **LOUISIANA'S OBESITY RATE IS 35%, FOURTH-HIGHEST IN THE NATION.** Nationally, the cost of obesity is estimated at \$147 billion to \$210 billion per year, depending on the measurement. *U.S. Census Bureau*

INFRASTRUCTURE

What EBR wants to be: CityStats indicators measure how well East Baton Rouge is doing compared to the vision of the future established in public meetings when this project began in 2008.

Here is the vision for Infrastructure: The region enjoys a superior multimodal transportation system, with excellent infrastructure that meets the needs of local residents, businesses, travelers and visitors. Public transit and green transportation are preferred options for all residents, and the community is pedestrian- and cyclist-friendly.

The physical infrastructure of the community is able to meet resident needs. Stormwater and related systems are in place to prevent public health emergencies and flooding.

How EBR is doing: Not good. Mass transit is stuck in neutral, people are wasting time in traffic and they are unhappy with local government's maintenance of roads and picking up litter. The airport is in a slow descent. Residents are using Uber and Lyft, and want transportation choices.



Mass transit
Capital Area Transit System

72,167

Average weekly ridership

The number of riders has been relatively flat for five years, even though CATS got a \$16 million tax boost four years ago.

54,279

Average miles driven weekly

A drop from 2015 when CATS was trying new routes, but more than the 41,276 average miles driven each week in 2014. CATS has expanded service since winning a tax but ridership hasn't grown.

47 Hours wasted in traffic (2015)
Texas A&M Transportation Institute

A jump from 42 hours the year before. Motorists aren't spending more time commuting to work, though: 23.2 minutes in 2015, 23.8 minutes in 2014. That indicates the rise in hours wasted in traffic is from more motoring in off-peak times.

Airport use

Baton Rouge Airport total passengers
Baton Rouge Metro Airport



Competing with New Orleans airport is difficult for Baton Rouge, which has seen a reduction in flights but larger airplanes. More competition is coming from New Orleans airport, which is getting a new terminal within two years to improve the passenger experience.

INFRASTRUCTURE TRANSPORTATION CHOICES

CityStats survey

The Foundation has a project to improve traffic flow around the parish and region. The initiative champions and implements alternative means to get around, such as Uber, Lyft, Zipcar and inter-city train between Baton Rouge and New Orleans. Early next year, a nonprofit started by the Foundation will introduce bikeshare in the parish. In the CityStats survey, we asked a few questions about how people travel around the parish and what other options they would like.



Own their own car

14% don't. (34% of people who don't own cars earn under \$25,000 and 24% are 18- to -29-year-olds.)



Would ride in a car that is driven by computer

About the same level as in 2016—generally, a majority across all demographics don't want to be transported by a self-driving vehicle. Only 11% over 65 would travel in an automated car, compared to 41% of 18- to 29-year-olds. The most willing are people earning more than \$100,000, with 46% saying they would let a computer take their wheel.



Have heard about ride-hailing services like Uber or Lyft

in which you can order and pay for car rides through your cell phone. (24% of people over 65 had not.)



Have used ride-hailing services to travel in the Baton Rouge region

Greatest users: 18-29 (38%), 30-39 (29%), people with at least a college degree (35%), and people earning more than \$100,000 (38%). Least used by people over 65 (4%). Ride hailing is most popular among people who live in the city and in south/southeast Baton Rouge. People who don't use Uber or Lyft said they prefer to drive their own car or had no need for the service. A few didn't trust car-hailing services because they were new and unregulated.

Frequency of ride-hailing service use



Why people ride Uber or Lyft



Would consider giving up their cars and using only a ride-hailing service

The people most likely to give up their cars live in the city (10%), are 18-29 years old (11%), have high school only education (32%) and earn under \$25,000 (19%). No one over 65 said they would give up their car.

BICYCLING

CityStats survey



People who live in EBR do ride bikes. Nonriders, though, say they don't cycle because they don't own a bike, are too old to ride, are too tired from work or are lazy. For those who do ride, the journey is not as challenging as is generally perceived. Nearly 60% of bicyclists, for instance, find it "very easy" or "easy" to ride where they live. When riding is difficult, it's because of a lack of cycling infrastructure. As a note, the Baton Rouge Area Foundation, through a nonprofit it created, expects to introduce bikeshare service in spring.

29%

Ride a bicycle most weeks for at least ten minutes at a time for recreation, exercise or to commute

How easy or difficult is it to bicycle in the area where you live?

(Asked of riders only.)



When riding is difficult, here are the reasons why.

(Respondents were allowed to pick more than one reason.)

NOT ENOUGH BIKE LANES	53%
TOO MUCH TRAFFIC FROM CARS	43%
THE AREA IS NOT SAFE	53%
SOMETHING ELSE	13%

TRANSPORTATION IMPROVEMENTS, OTHER THAN ROADS

Which one of the following transportation improvements would benefit you the most in traveling around town? (Roads were purposefully left out of this question to force optional transportation choices)



INFRASTRUCTURE SATISFACTION WITH INFRASTRUCTURE

CityStats survey

For the first time in the poll, we asked questions about satisfaction with government maintenance of infrastructure. Respondents are not happy about road upkeep (69% dissatisfied) and are divided over litter removal (45% satisfied, 41% not satisfied).

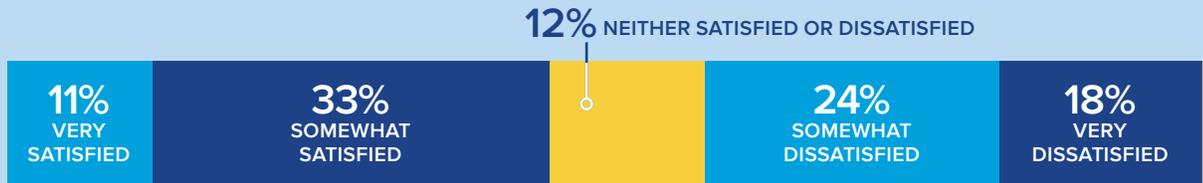


How satisfied are you with the job your local government is doing to:

Maintain and repair local roads, such as fixing pot holes and broken curbs?



Clean up trash and litter from local roads?



Cut the grass and keep up landscaping along local roads and public right of ways?



PUBLIC SAFETY

What EBR wants to be: CityStats indicators measure how well East Baton Rouge is doing compared to the vision of the future established in public meetings when this project began in 2008.

Here is the vision for Public Safety: East Baton Rouge residents enjoy a safe, inviting environment throughout the community: at home, in the workplace and on the roads. Crime rates are low, and the community assists with law enforcement in prevention activities and rehabilitation of former offenders. Fire, rescue, police and other agencies work together cooperatively across the region. Area youth

reach their potential and become productive members of the community. The region is prepared for disasters and responds quickly and effectively to all emergency situations.

How EBR is doing: People continue to be worried about crime. About one-fourth say they are victims and nearly 40% are afraid to walk alone at night in their neighborhoods. Meanwhile, total crime, as reported by public safety officials, has been declining for more than a decade. In short, crime is down, but people are scared of becoming victims.

FIRING POLICE OFFICERS

In the first time this question has been asked, across all ages, education levels, political ideology and income levels, a majority said the Baton Rouge police chief should have more authority to fire officers.

Currently, civil service rules make it difficult for the Baton Rouge Police Chief to fire police officers. Some say these rules are important for protecting officers from being fired for arbitrary reasons. Others say these rules make it too difficult to replace problematic officers.

Do you support or oppose changing the rules to give the Baton Rouge Police Chief greater authority to fire officers?



NOTE: For the first time, LSU, Baker and Zachary did not share their data for 2016 on time for this report. So the reporting is one year behind.

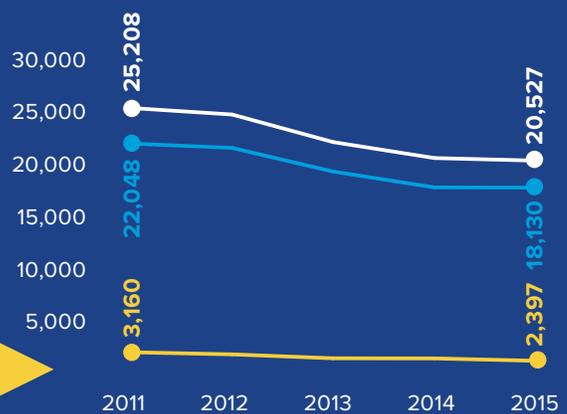
ACTUAL CRIME



Murders



Total crime Nonviolent crime Violent crime



PUBLIC SAFETY
CRIME FEARS
CityStats survey

37%

Don't feel safe walking at night in their own neighborhood.
 That's up from 32% last year, which was the lowest ever for this survey. Too many people continue to be scared in their own neighborhoods.

23%

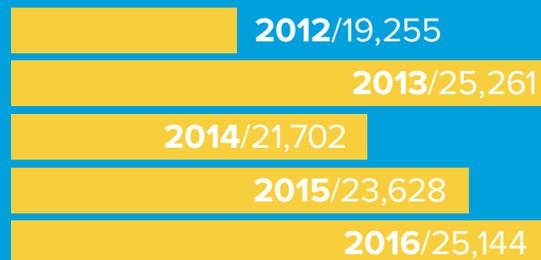
Were victims of crime last year,
 where crime is defined as money or property stolen, property vandalized, home broken into, car stolen, or personal assault or attack. The percentage was up from 17% but about the same level as the years before that.

Are you more or less concerned about a crime being committed against you or a family member than you were a year ago? (Percentages are a total of "much more concerned" and "somewhat more concerned.")



TRAFFIC ACCIDENTS

More traffic and distracted drivers have resulted in more accidents. Residents, meanwhile, have rejected taxes to improve roadways and infrastructure that would reduce travel times and accidents. EBR had 43 road deaths in 2016, the same as the year before.



SOCIAL WELL-BEING

What EBR wants to be: CityStats indicators measure how well East Baton Rouge is doing compared to the vision of the future established in public meetings when this project began in 2008.

Here is the vision for Social Well-Being: East Baton Rouge shares a sense of the greater community and a positive self-identity, enhanced by the spirit of volunteerism and philanthropic giving of its residents and businesses. Community-based organizations provide quality services to all in need. The most vulnerable populations in the community are respected, empowered and supported. Racial, ethnic and other differences no longer divide but enrich,

and all people are accepted and integrated into every aspect of the community.

How EBR is doing: We are directly tracking social well-being for the first time, using a survey question that asks how often people talk to or visit with their neighbors. The teen birth rate, one of the great success stories, declined, as it has in most years of the last two decades. A record number of people were poor in 2015, the latest data available. Poverty is the underlying cause of many other maladies—poor education outcomes, crime, unhealthy population.

SOCIAL CAPITAL

About how often do you talk to or visit with your immediate neighbors?

(These are the 10 to 20 households that live closest to you.)



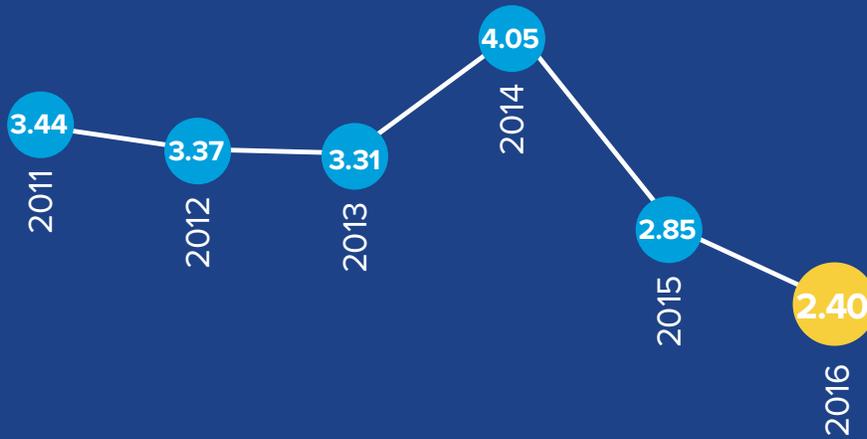
Visit neighbors every day by ideology:



No matter where people live in the parish, they visit with their neighbors about the same amount: about 40% said they talk to immediate neighbors every day or several times a week. The young and less educated interact less often with their neighbors. Twenty-four percent of 18- to 29-year-olds never talk to their neighbors, compared to only 8% for people over 65. Twenty-six percent of residents who haven't earned a high school degree don't visit with neighbors, compared to 7% of college graduates.

SOCIAL WELL BEING
TEEN BIRTH RATE (Live births per 100 to girls between 14-19)
U.S. Centers for Disease Control

Over decades, the teen birth rate has been dropping across the country because children have better access to birth control and education and are having sex less frequently. The teen birth rate is high among African American girls, who account for 75% of all teen births.



POVERTY RATE
U.S. Census Bureau

Fewer seniors are poor because they receive social security payments and Medicare services. In 2015, 85,254 EBR residents were poor by federal standards, the largest group in at least a decade.



683

INCIDENTS OF CHILD ABUSE [2016]
La. Department of Social Services

Reported incidents of child abuse in the parish went down slightly from the year before, when it was a record high of 697. Child abuse incidents have risen four of the last five years.

INDICATORS INDEX

CULTURE AND RECREATION

Total attendance at cultural facilities

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

Attendance at community events

From the survey, average number of events attended by residents in the last year, where events include parades, local sports, art events and other community gatherings.

Miles of public trails

Acres of public parks

Library circulation

Number of library books and other materials checked out annually through the East Baton Rouge Library system. The statistic includes all digital downloads.

Library digital circulation

Number of digital downloads of books, music and videos from the East Baton Rouge Library system.

Library computer use

Number of logins across the public library system.

ECONOMY

EBR net job growth

Total number of jobs in East Baton Rouge and increase in number of jobs year over year.

EBR unemployment rate

Percent of people looking for work at year-end.

Net migration

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

Residential building permits

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

Median household 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.

Patents

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

EDUCATION

Pre-K enrollment

Percentage of EBR 3- and 4-year-olds in school.

School enrollment

Total enrollment in public school systems and all private schools.

High school graduation rate

Percent who graduated high school in four years, the national standard.

High school dropout rate

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

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.

LEAP test passage rate

Percentage passing the state standardized test in fourth and eighth grades.

ENVIRONMENT

Belief in global warming

In our poll, "yes or "no" on whether the planet is in a period of global warming.

Global warming harming Louisiana

Percent who said global warming is already harming people in Louisiana

Government regulation of emissions

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

Litter as a problem

From the survey, residents rate litter as a problem on a five-point scale, with 5 = "serious problem."

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.

Toxic air pollutants

Amount of air pollutants released in EBR under a definition by the EPA.

Residential curbside recycling

Tonnage of recycled material picked up curbside from homes.

Commercial recycling

In tons, the amount of all waste recycled by businesses.

GOVERNMENT/CIVIC PARTICIPATION

PACE OF PROGRESS

From the survey, respondents say whether the pace of progress is “too slow,” “about right” or “too fast.”

Political influence

From the survey, residents’ belief of their influence—or lack thereof—over elected officials.

Political ideology

In the survey, respondents identify themselves on a political spectrum from “very conservative” to “very liberal.”

Satisfaction with current neighborhood

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

Legalizing marijuana

From our poll the level of support or opposition to legalizing possession of small amounts of marijuana for personal use.

Decriminalizing marijuana

In our survey, should people be imprisoned for possessing small amounts of marijuana.

HEALTH

Affordable Care Act (Obamacare)

Percent who support or oppose Affordable Care Act, aka Obamacare.

Medicaid expansion

Percent who support or oppose Medicaid expansion

Infant mortality rate

Number of deaths per thousand of infants under 12 months of age.

Newborns with healthy birth weight

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

HIV

New cases of HIV.

New cases of sexually transmitted diseases

Number of new cases of syphilis, gonorrhea and chlamydia.

EBR obesity

Percentage of adults who are overweight

Mortality rates

Deaths per thousand parish residents from cancer, heart disease or diabetes.

INFRASTRUCTURE

Bus ridership

Weekly ridership on Capital Area Transit System buses.

Bus miles per week

On average, miles driven by CATS buses per week

Time wasted in traffic

Number of hours per year EBR motorists are stuck going nowhere

Airport use

Number of passengers to and from Baton Rouge Metro Airport.

Self-driving cars

From survey, percentage who said would ride in a car that was driven by a computer.

Satisfaction with public infrastructure

In three questions of our survey, percentage who are satisfied with maintenance of roads, cleaning up of trash, upkeep of landscaping.

Transportation improvement

From our survey, respondents say which transportation improvement would benefit them the most in traveling around town, other than road improvements.

Percent who own their own car

Percent who would use self-driving cars

Percent who have heard of ride-hailing services like Uber, Lyft

Percent who have used ride-hailing services like Uber, Lyft

How often people use ride-hailing services like Uber, Lyft

For what purpose people travel on ride-hailing services

Percent who would give up their own cars for ride-hailing services

Percent who rode a bicycle in the past year

Difficulty of riding a bike in the area where people live

Why riding a bike is hard for people who do ride

PUBLIC SAFETY

Firing police officers

In our survey, for or against changing civil service rules to give the Baton Rouge Police Chief more authority to fire officers

Concern about criminal activity versus a year ago

Whether survey respondents are more or less concerned about a crime committed against them or a family member versus a year earlier.

Perception of personal safety in neighborhood

In survey, whether respondents feel safe walking alone at night in their neighborhoods.

Victim of crime

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

Violent crimes

Total violent offenses in East Baton Rouge, as reported by all police departments and the sheriff's office, except LSU and Southern.

Nonviolent crimes

Total non-violent offenses in East Baton Rouge, as reported by all police departments and Sheriff's Office except LSU and Southern.

Total crimes

The sum of violent and non-violent crimes.

Number of traffic accidents in EBR

SOCIAL WELL-BEING

Visits with immediate neighbors (social capital)

From our survey, how often people talked to or visited their immediate neighbors.

Incidents of child abuse

Child abuse incidents reported to authorities.

Mental health treatment center

In CityStats survey, the percentage who agree or disagree that money spent on locking up low-risk, nonviolent people with mental illness or substance abuse problems should be shifted to treatment.

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 health care or medicine within the 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 health care or medicine.

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.

Teen birth rate

Live births to every 100 girls who are 15- to 19-year-olds.

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.

BATON ROUGE
CITYSTATS2017 /

UNDERWRITTEN BY THE **NEWTON B. THOMAS SUPPORT FOUNDATION** OF THE

*Baton Rouge
Area Foundation*



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