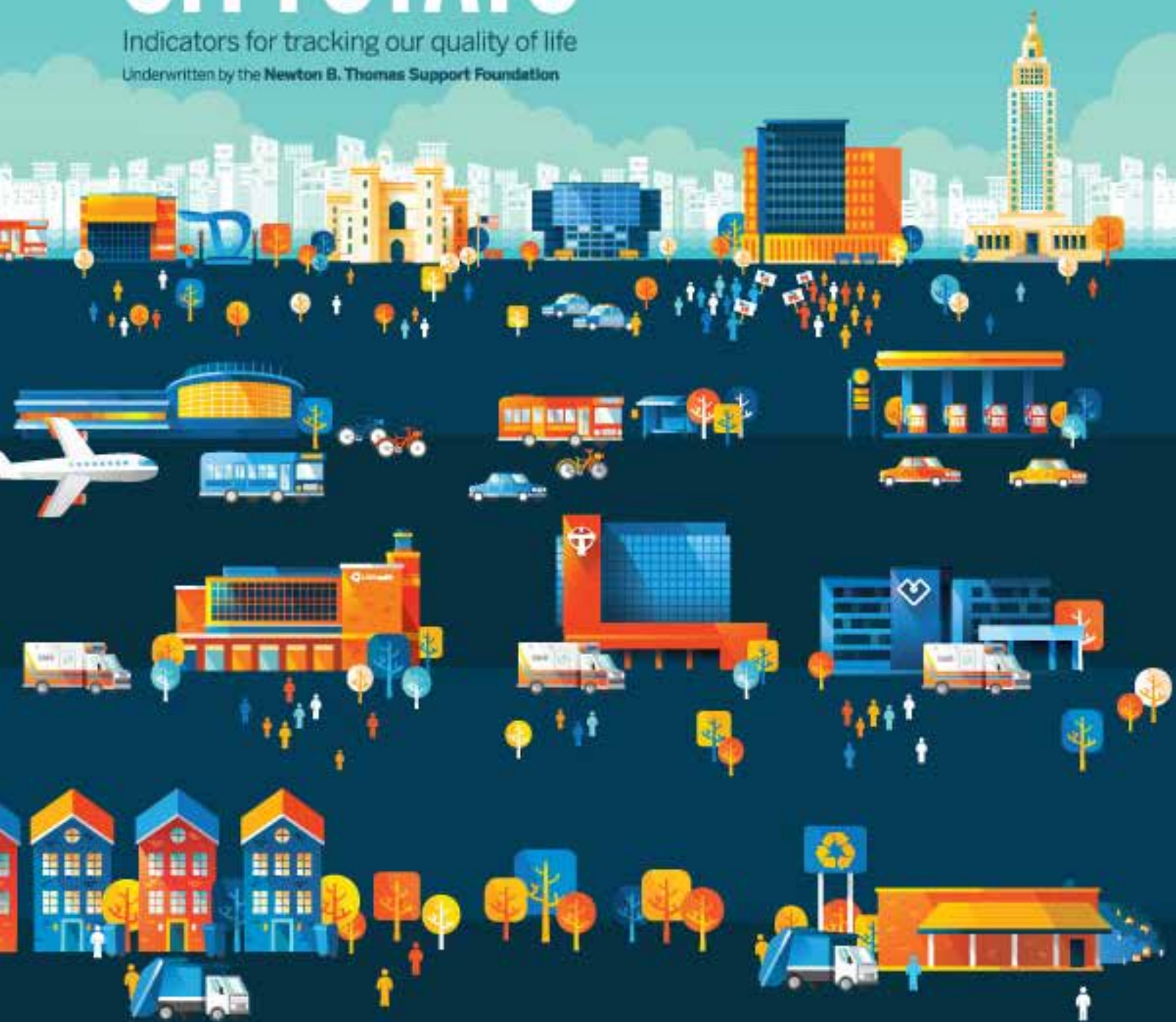


Indicators for tracking our quality of life
Underwritten by the **Newton B. Thomas Support Foundation**

Indicators for tracking our quality of life
Underwritten by the **Newton B. Thomas Support Foundation**







ABOUT CITYSTATS

Baton Rouge CityStats tracks the quality of life for East Baton Rouge, using more than 70 indicators to do so. The project is a roadmap for community improvement, telling 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 Foundation to write collective visions for Baton Rouge in health care, public safety and other categories. The indicators are intended to drive East Baton Rouge toward those visions of a better community.

The first CityStats report was issued in 2009. Since then, the Foundation has issued an annual scorecard and conducted additional surveys under this project.

With grants from the Newton B. Thomas Support Foundation, the Baton Rouge Area Foundation underwrites and produces CityStats. 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 survey 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 Parish.

The sample for this year's survey is 364 landlines and 161 cell phones for a total of 525. The margin of error is plus or minus 4.3%. The poll was in the field May 4 to May 18, 2015.

When indicators become available that better measure the quality of life, they either replace or support existing indicators. But to permit comparison, we mostly look at the same indicators year after year. We also ask topical questions in the survey to provide real data for informing public policy.

The Foundation and its fund donors use the indicators to assist in decision-making about grants and to help choose long-term civic leadership initiatives and short-term special projects. We hope other civic groups and policymakers use this report to work in concert with us to make East Baton Rouge Parish a better place to live.

METHODOLOGY

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

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

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

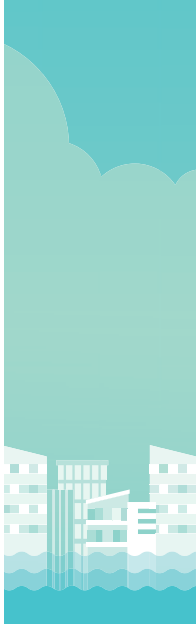


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ABOUT THE FOUNDATION

The Baton Rouge Area Foundation acts in two ways that together improve the quality of life.

One, the Foundation connects fund donors to the causes they care about most. Fund donors open charitable accounts at the Foundation. We manage the charitable funds and make grants on behalf of donors. The Foundation has granted nearly \$400 million to nonprofits since it was started in 1964.

Two, the Foundation undertakes projects that make South Louisiana a better place to live. With Commercial Properties Realty Trust, our real estate management firm, we are building the Water Campus, a gathering place for businesses, government agencies and nonprofits working on threats to coastal areas from rising seas and vanishing wetlands. We are completing a master plan and implementation strategy for the Baton Rouge lakes, and for the Baton Rouge Health District. As well, the Foundation is producing a plan to reduce gaps in autism services, leading the design and creation of a behavioral health treatment center for East Baton Rouge Parish and pursuing commuter rail between Baton Rouge and New Orleans.

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...

- 1) Serve our fund donors to build the assets that drive initiatives and solutions
- 2) Engage community leaders to develop appropriate responses to emerging opportunities and challenges
- 3) 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
- 4) Evaluate our work and share the results with stakeholders.



LETTER FROM THE CHAIRMAN

Using some 70 indicators, CityStats provides a roadmap showing where the people of this parish see ourselves as a community, how far we've come and where we believe we need to go.

CityStats collects hard evidence to measure the feelings, beliefs and attitudes driving the community so that everyone, from civic leaders to individual voters, can make informed decisions that improve the quality of life here.

Every year, looking at the numbers, we always find disappointments alongside signs of hope. We learn this year, for instance, that the rate of infant mortality in EBR is persistently higher than in the rest of the nation and the developed world. Per child born, the number of babies here who die before their first birthday is twice the U.S. average, which itself is higher than other Western countries. It's a sobering statistic that cries out for intensive research into the causes, followed by sound decisions from policymakers.

But this year's CityStats also offers more welcome news. Both violent and non-violent crimes continued to decline slowly, along with the percentage of people who believe they are likely to become victims of such crimes. Also encouraging are the data showing that more and more people say their neighborhoods are becoming better places to live.

If progress is being made, however, it's happening too slowly. That's the feeling among 64% of the population surveyed. The CityStats poll indicates that the three issues most troubling to the people here are crime, public education, and traffic. Fixing these problems is a priority

worth paying for too: survey respondents say they're willing to pay a local fuel tax if it means better roads and improved transportation.

Some of the data collected through CityStats is used to provide leading indicators and to measure trends. So what sorts of changes are they indicating?

In EBR, a majority continue to oppose legalization of marijuana but that opposition is shrinking. In 2014, 55% were against legalization; in 2015, the number had fallen to 48%. By a wide margin, people polled said they believe marijuana will eventually become legal in Louisiana, just as it already is in four places, including Colorado and Washington.

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 people you know. The data here assists our donors in choosing their priorities and making decisions about grants. It also helps us pick which projects to pursue and how to frame them.

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

C. Kris Kirkpatrick

CULTURE AND RECREATION



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

Here is the vision for Culture and Recreation: East Baton Rouge appreciates its heritage with all of its character, charm and cultural traditions, and celebrates the 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.



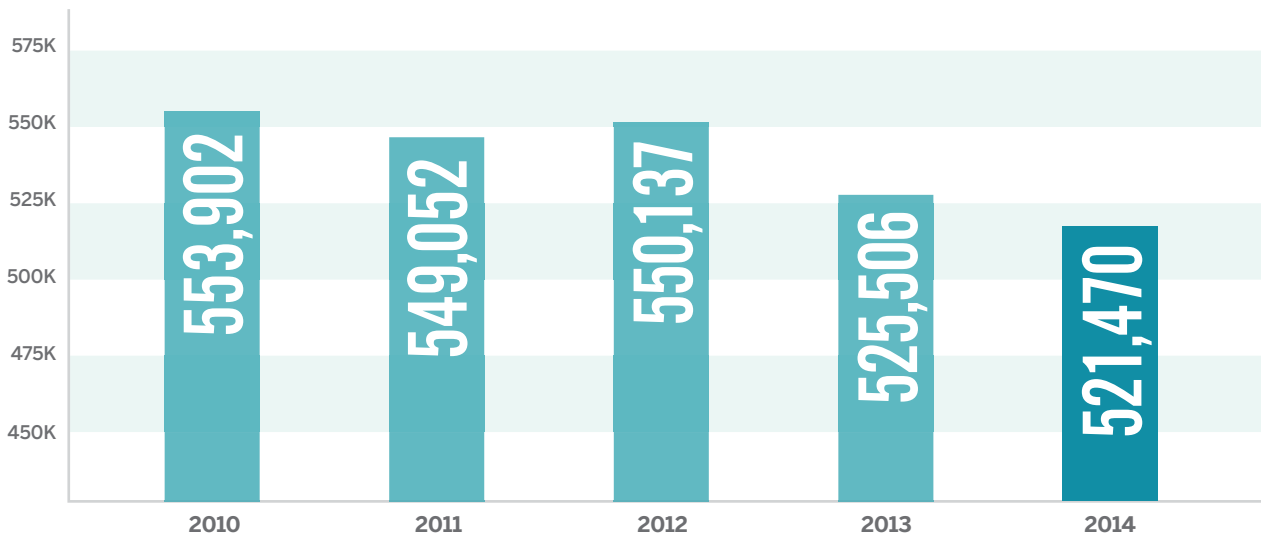
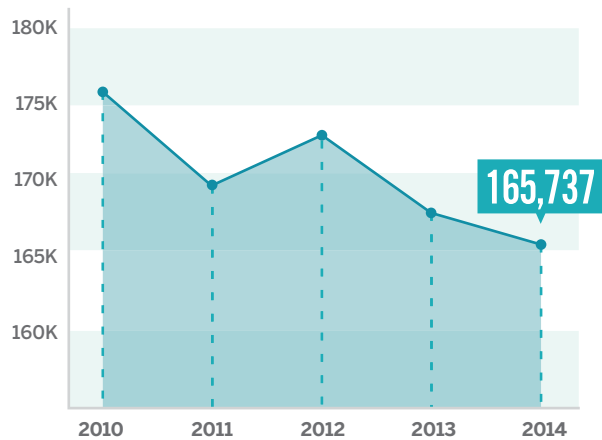
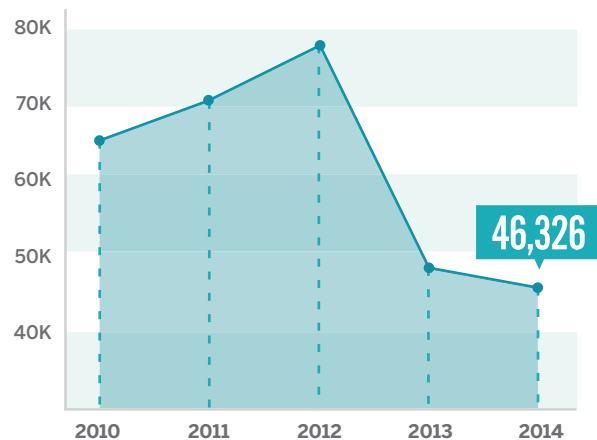


CULTURE AND RECREATION

ATTENDANCE AT CULTURAL FACILITIES

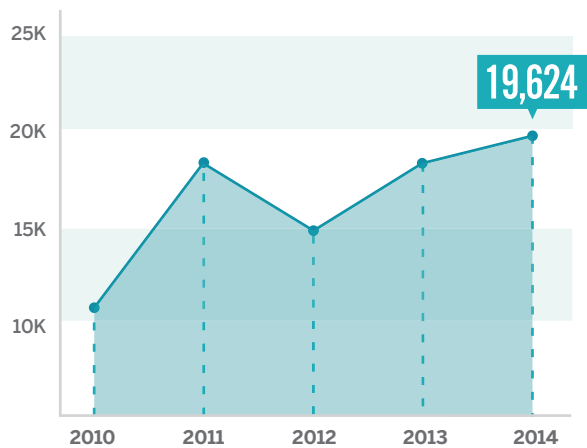
All Cultural Facilities (Source: identified facilities)

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

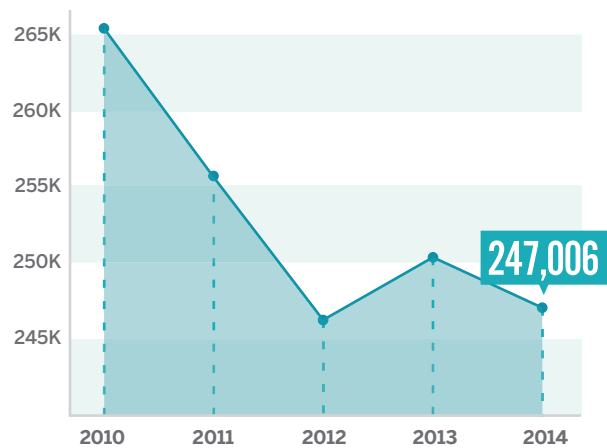
**LASM****USS Kidd**

Fewer people are turning the turnstiles at museums and other main cultural facilities in Baton Rouge. Attendance peaked in 2007. It has consistently declined since and was down again in 2014. Fewer people are visiting the Louisiana Art and Science Museum and the USS Kidd, while zoo attendance has been flat. LSU Museum and Manship Theatre are bright spots, each notching more visitors in recent years. Meanwhile, attendance at Fest for All declined in the most recent year.

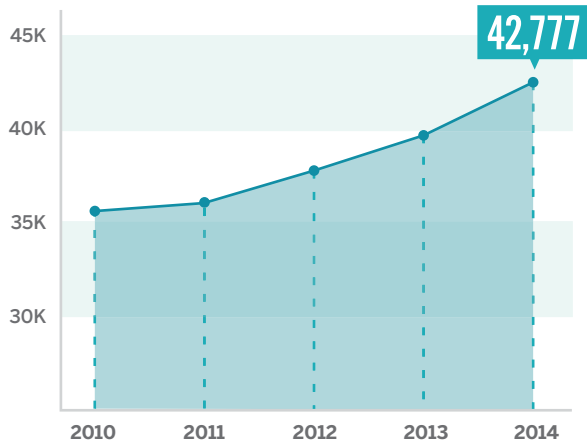
LSU Museum of Art



Baton Rouge Zoo



Manship Theatre

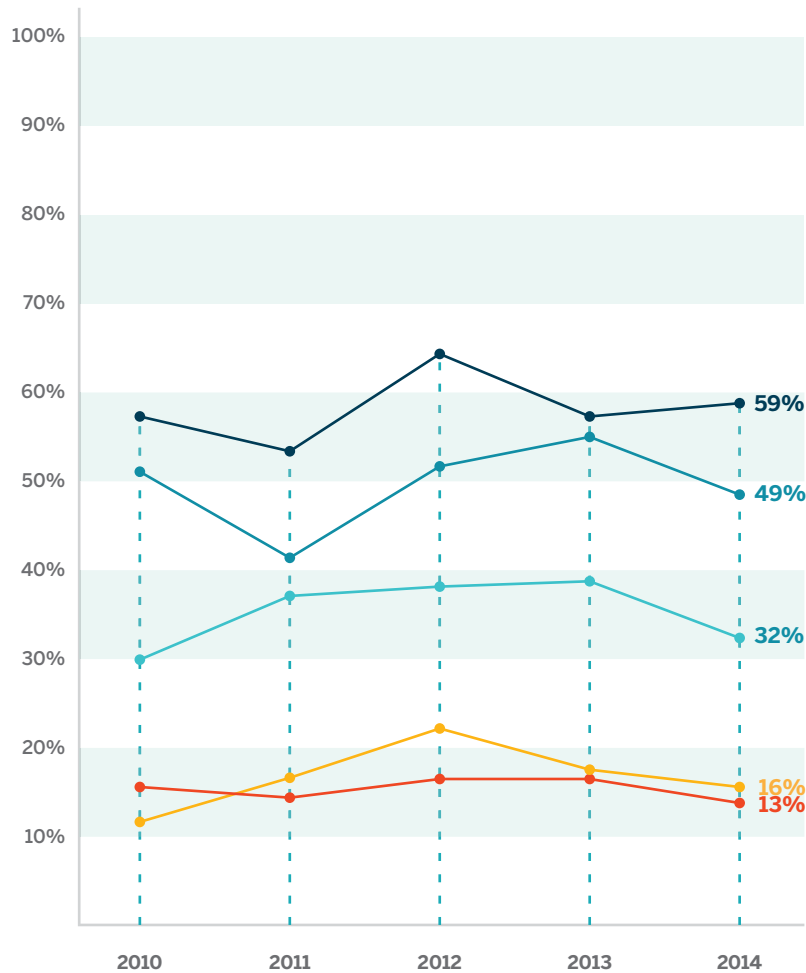




CULTURE AND RECREATION

ATTENDANCE AT CULTURAL EVENTS

(Source: CityStats Survey)



- College sporting event or tailgate
- Mardi Gras parade
- Live After Five
- Baton Rouge Blues Festival
- Fest for All

Total Library Circulation (Source: EBR Library)



BATON ROUGE RESIDENTS
ARE USING THE LIBRARY
MORE EACH YEAR.

TOTAL CIRCULATION
ROSE
5%
IN 2014
AND 4% IN 2013

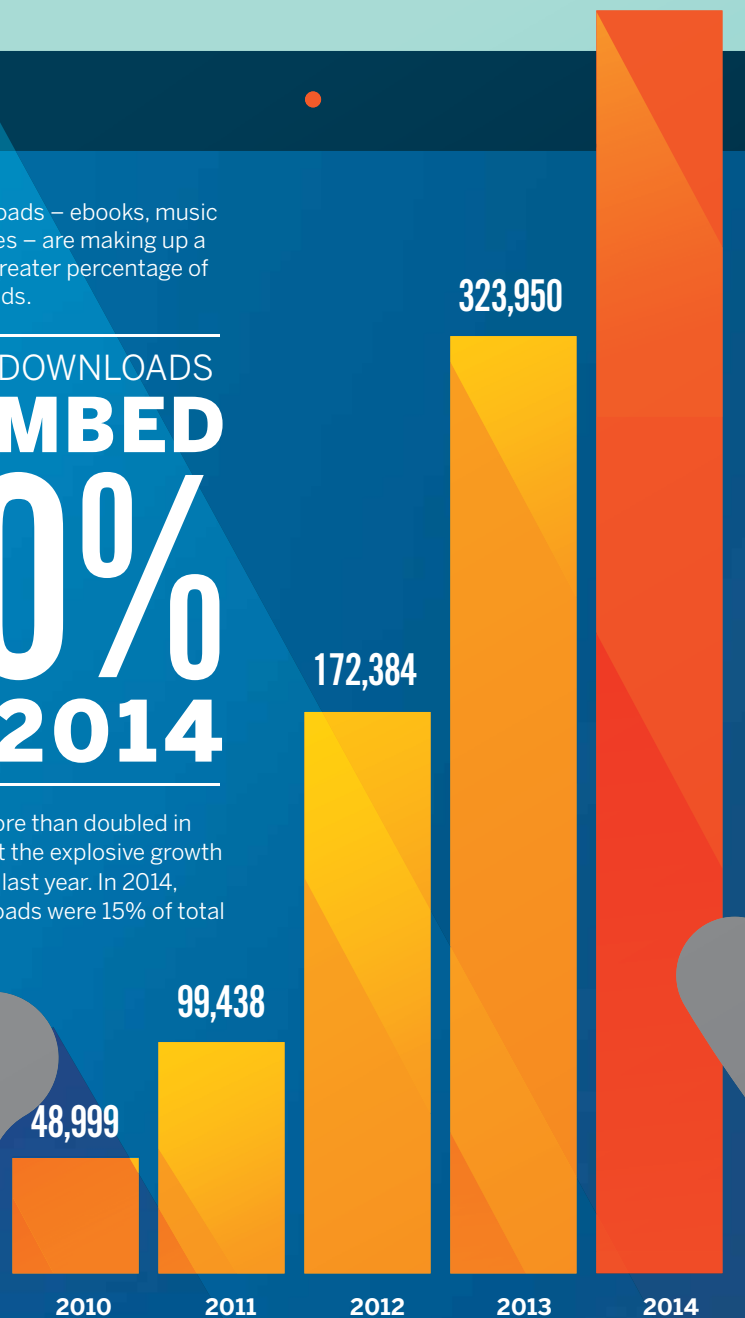


Digital Circulation (Source: EBR Library)

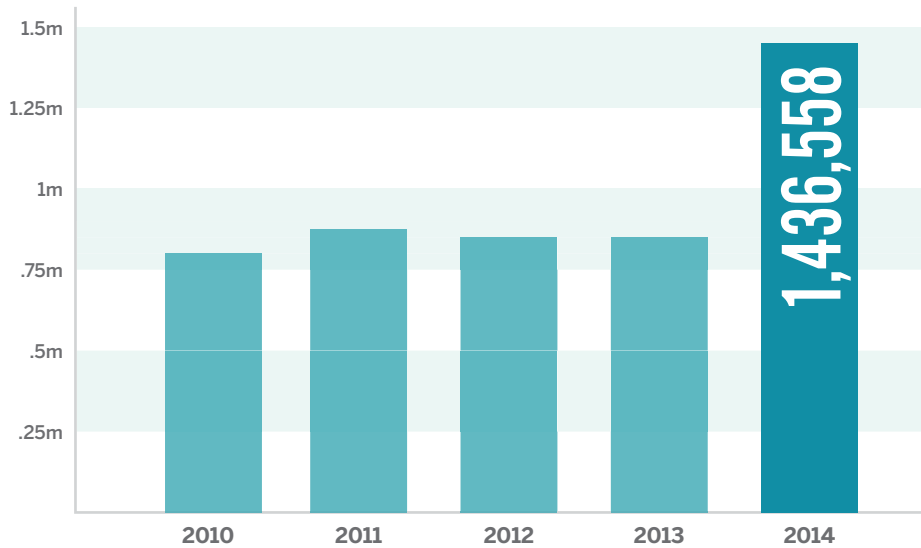
Digital downloads – ebooks, music and magazines – are making up a greater and greater percentage of total downloads.

DIGITAL DOWNLOADS
CLIMBED
20%
IN 2014

They have more than doubled in two years, but the explosive growth slowed some last year. In 2014, digital downloads were 15% of total circulation.



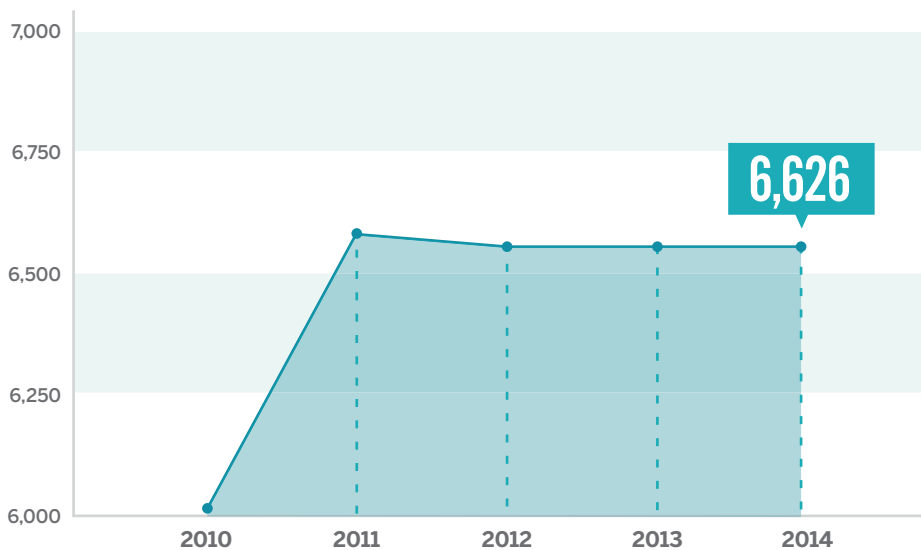
Computer Use (number of logins)
(Source: EBR Library)



Computer use of the library's digital offerings soared as more information came online in 2014.



**CULTURE AND RECREATION
PARK LAND** (In acres)
(Source: BREC)



BREC has spent millions to enhance parks, but not to buy more land. Nationally, our parks system has less space than most other places across the country, according to the Trust for Public Lands.

ECONOMY



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

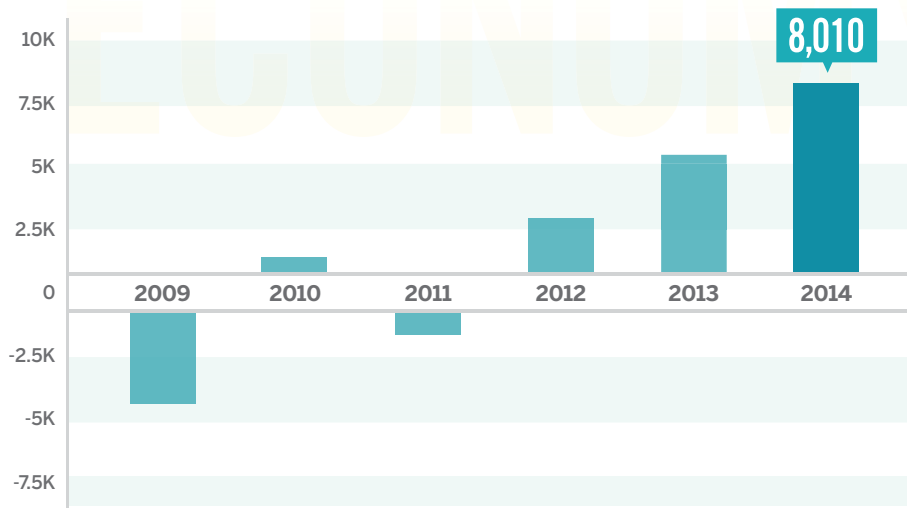
Here is the vision for the Economy: East Baton Rouge has a broad, diversified economy providing jobs at high wages for its residents. The region supports and retains an educated and flexible workforce and employment opportunities that match local skills. Economic growth is managed responsibly to ensure the sustainability and the economic vibrancy of all parts of the region. Residents can enjoy a range of housing opportunities and choices to meet all needs, and all neighborhoods thrive.





ECONOMY

EBR Net Job Growth (Source: U.S. Census Bureau)

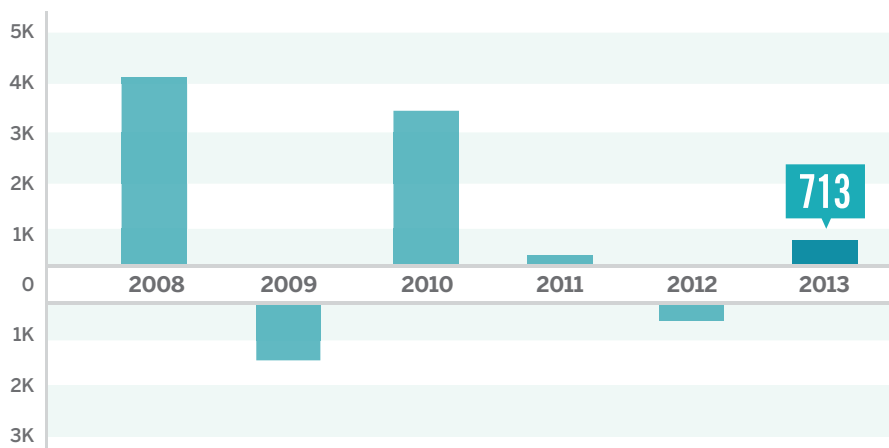


MORE THAN
16,000

jobs have been added to the EBR economy in the past three years.

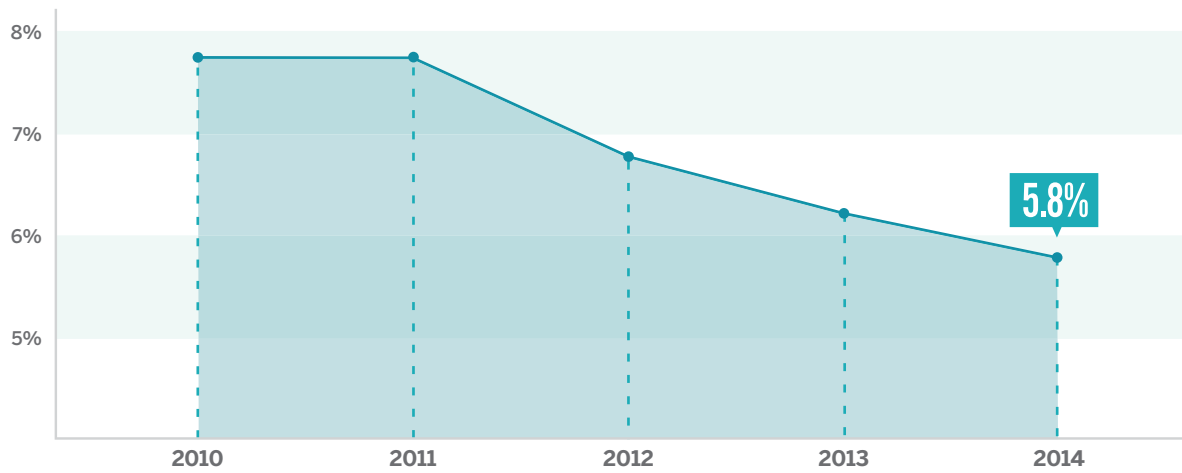
Net Migration (Source: U.S. Census Bureau)

A positive number means moved into parish.

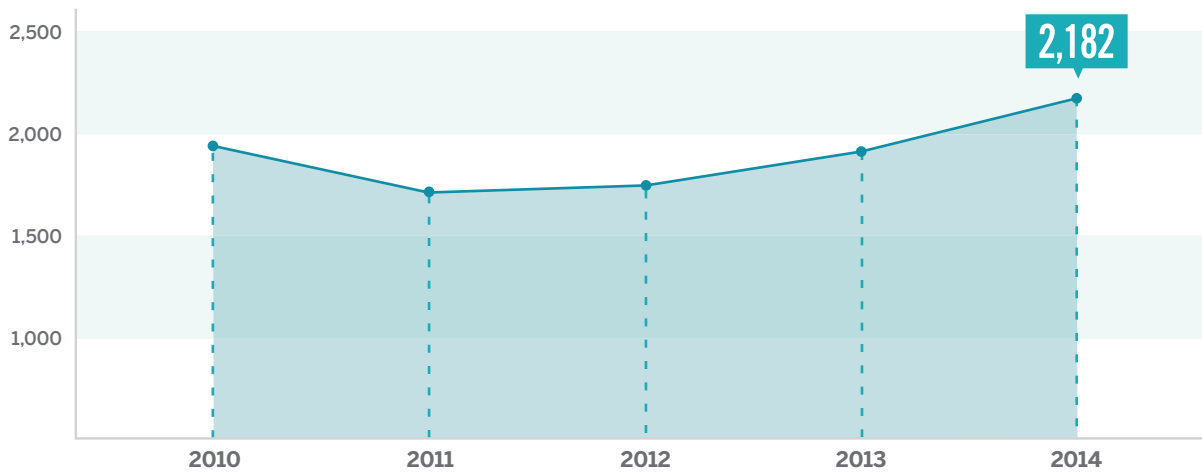




Unemployment Rate (year-end)
(Source: U.S. Bureau of Labor Statistics)



Residential Building Permits
(Source: EBR government)





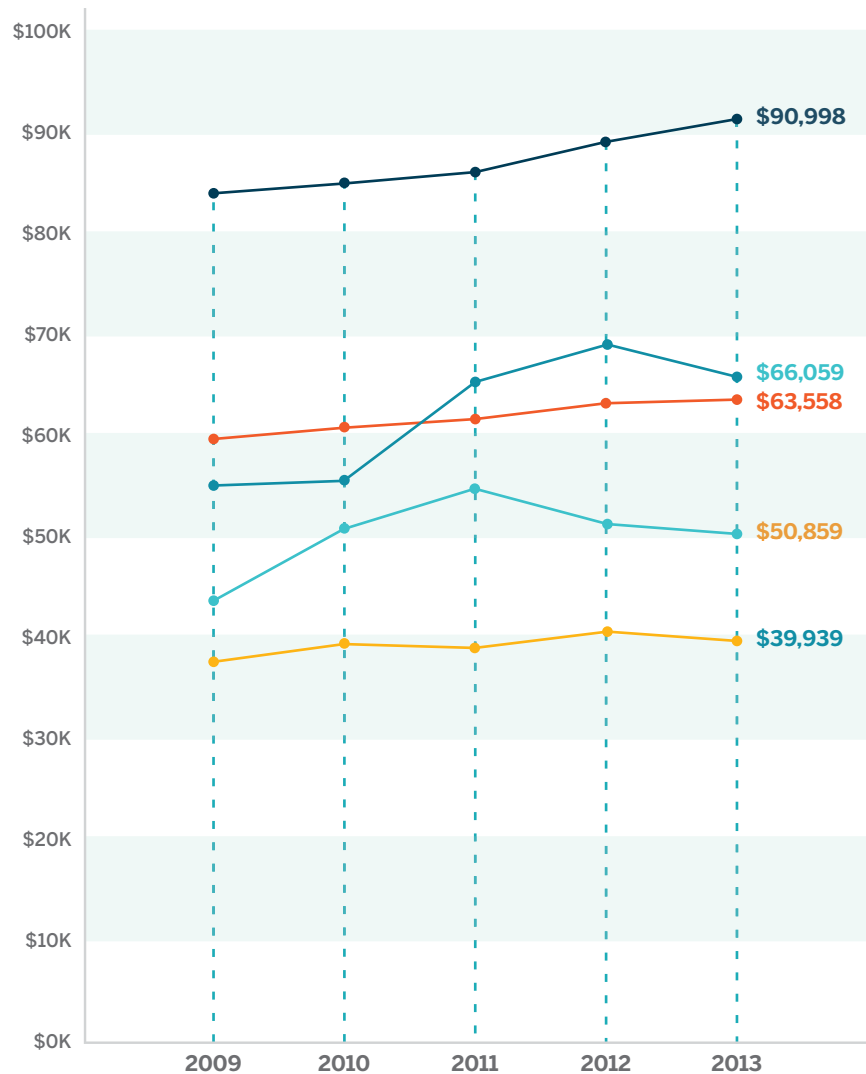
ECONOMY

MEDIAN FAMILY INCOME

(Source: U.S. Census Bureau)

EBR's economy is growing, but African Americans aren't sharing in the prosperity. Income for them is stagnant and less than half the median income for white households.

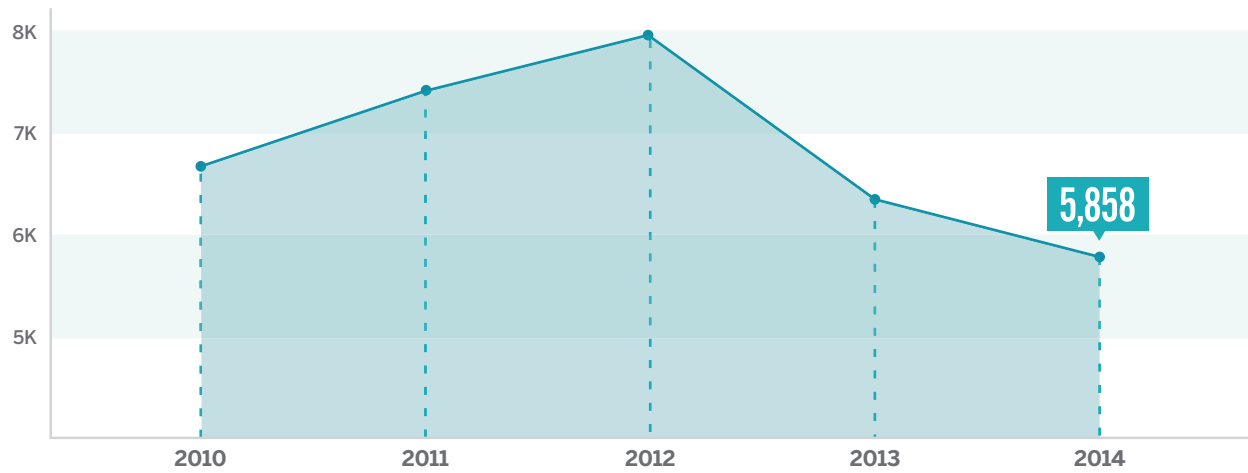
- White
- Asian
- Hispanic
- African American
- Entire Population





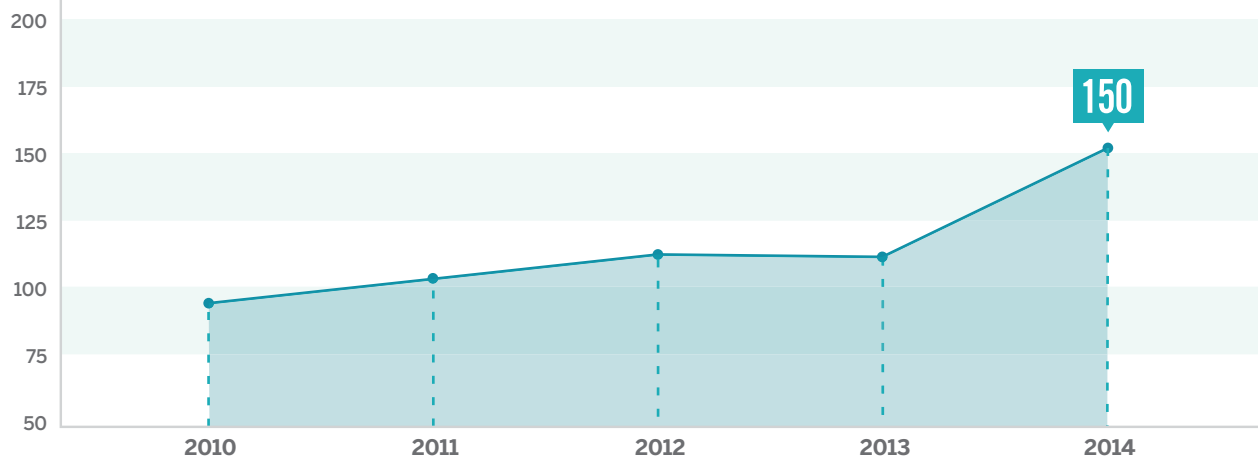
Adjudicated Properties

(Source: EBR Government)



Patents

(Source: U.S Patent Office)



EDUCATION



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

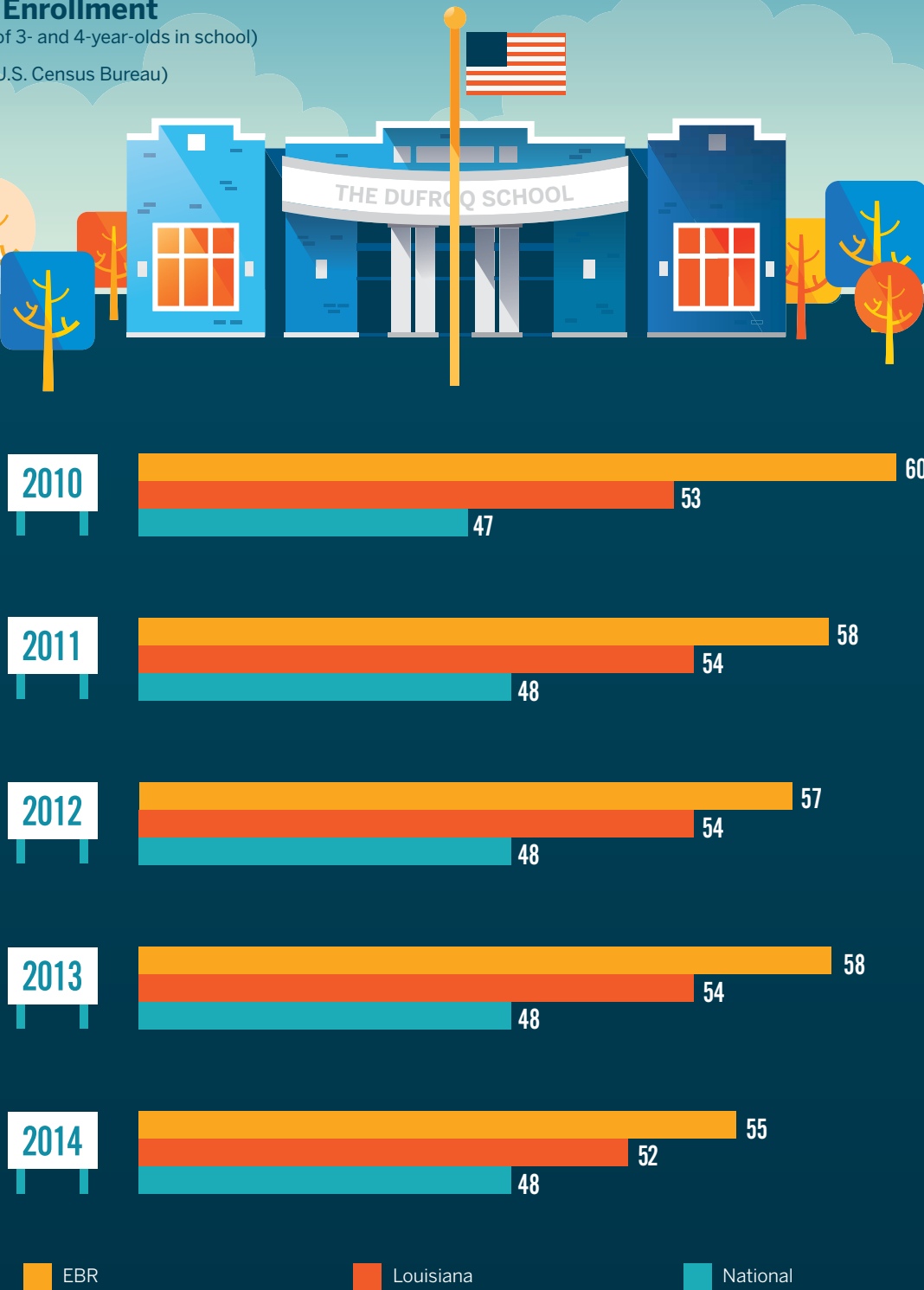
Here is the vision for Education: East Baton Rouge celebrates its wealth of educational assets. Its schools provide high-quality education and prepare students for a lifetime of success and social responsibility. Children arrive at school ready to learn, perform well in school and continue on to higher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



Pre-K Enrollment

(percent of 3- and 4-year-olds in school)

(Source: U.S. Census Bureau)



Research has clearly shown that pre-K education correlates to improved performance in school. By that measure, fewer Baton Rouge children are prepared to enter kindergarten. The percentage of 3- and 4-year-olds enrolled in pre-K has declined since 2010, but outperforms U.S. and Louisiana.

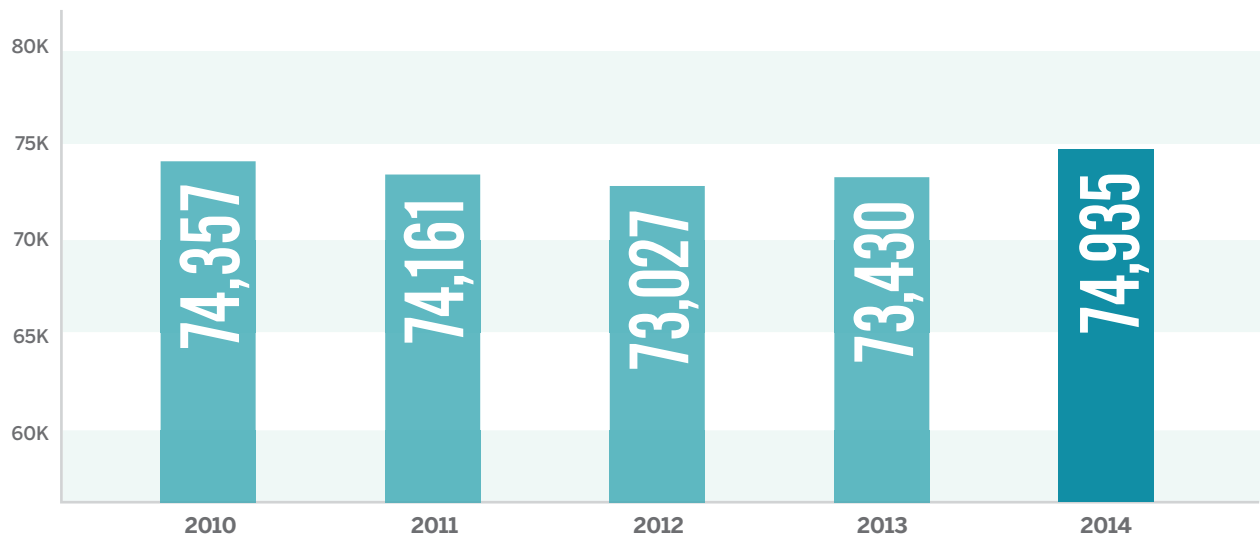


EDUCATION SCHOOL ENROLLMENT

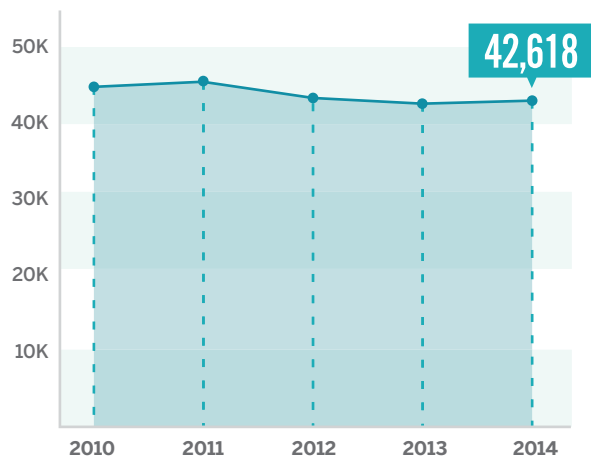
(Source: Louisiana Department of Education)

Private school enrollment increased in 2014. Zachary and Central schools are growing, while EBR enrollment is holding steady. Struggling Baker schools have considered returning to the EBR school system.

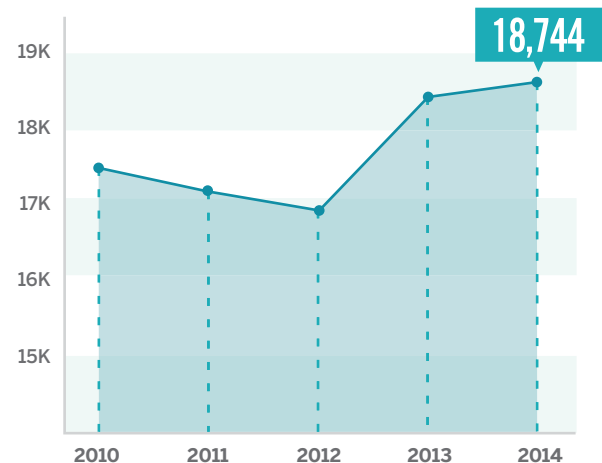
All EBR Students



East Baton Rouge Public Schools

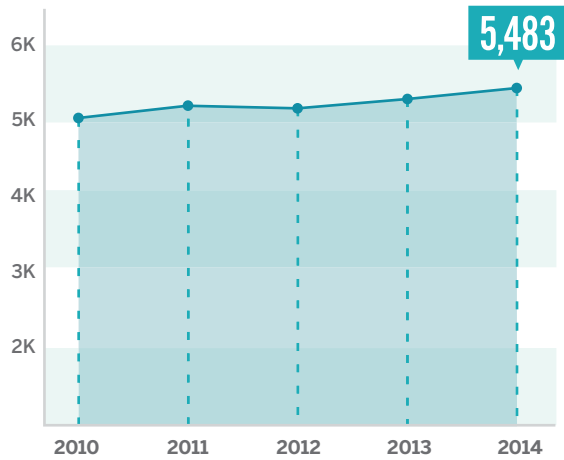


Private Schools

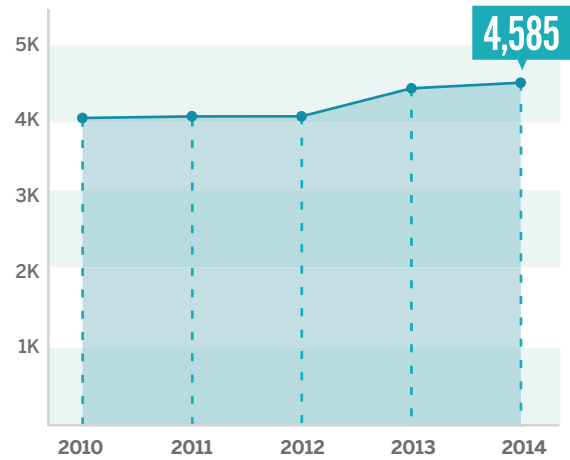




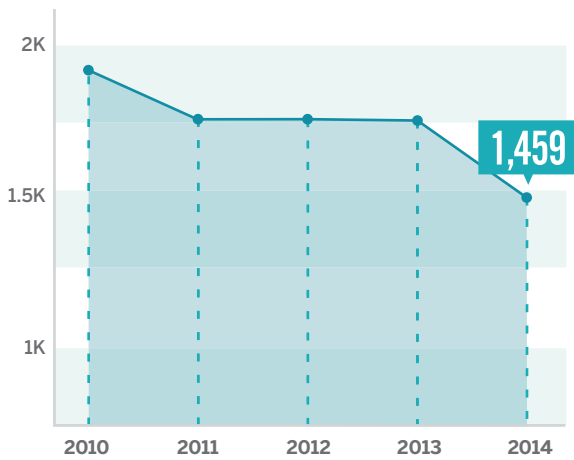
Zachary



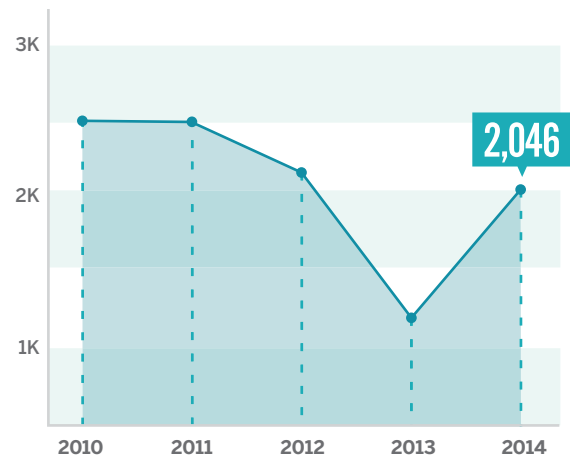
Central



Baker



Recovery School District



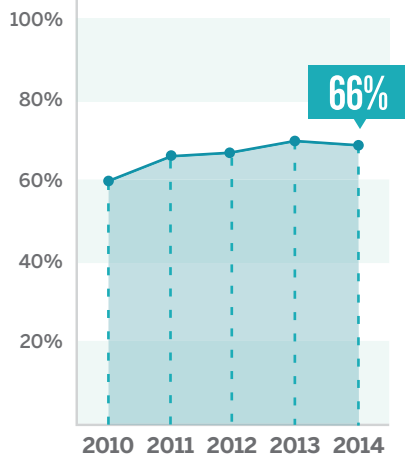


EDUCATION EDUCATION PERFORMANCE

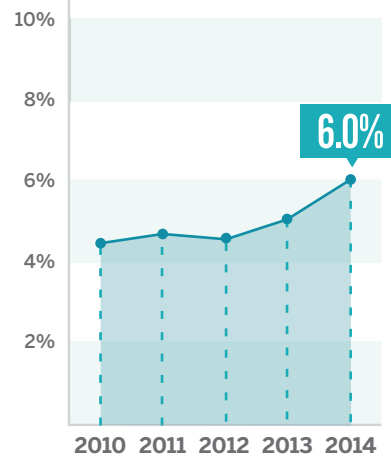
(Source: Louisiana Department of Education)

Graduated EBR High Schools in Four Years

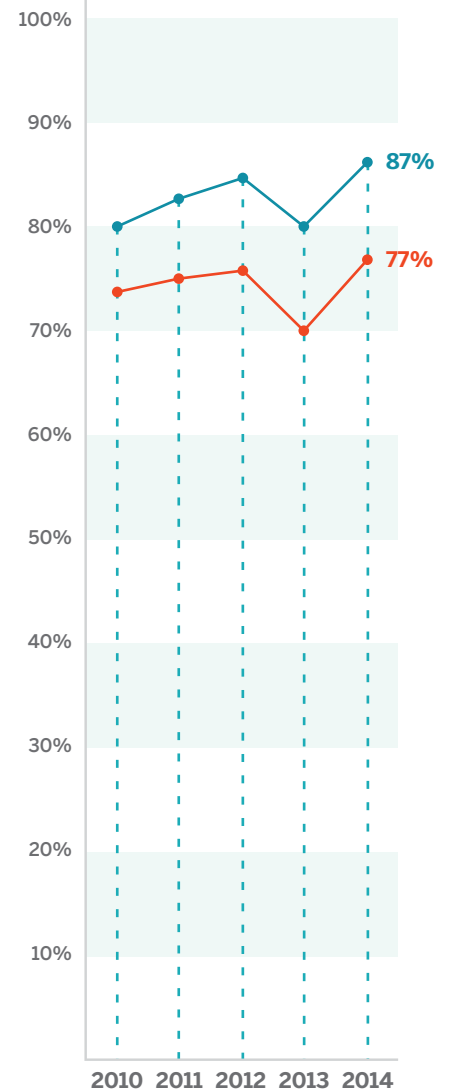
(The national standard)



EBR High School Dropouts

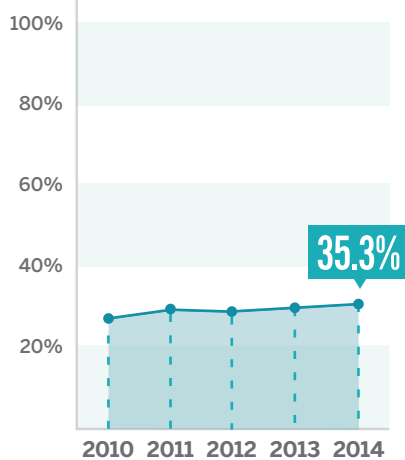


Leap Test Passage Rate



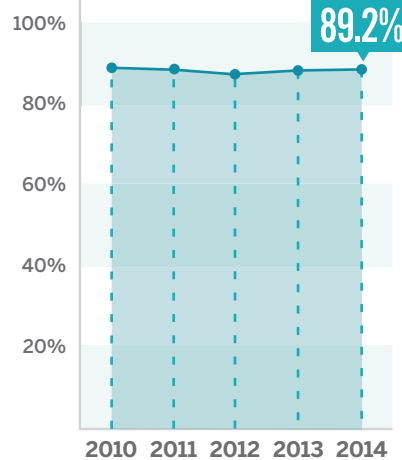
EBR College Graduates

(Statistic is for population over 25)



EBR High School Graduates

(Statistic is for population over 25)



Fourth Grade

Eighth Grade

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.

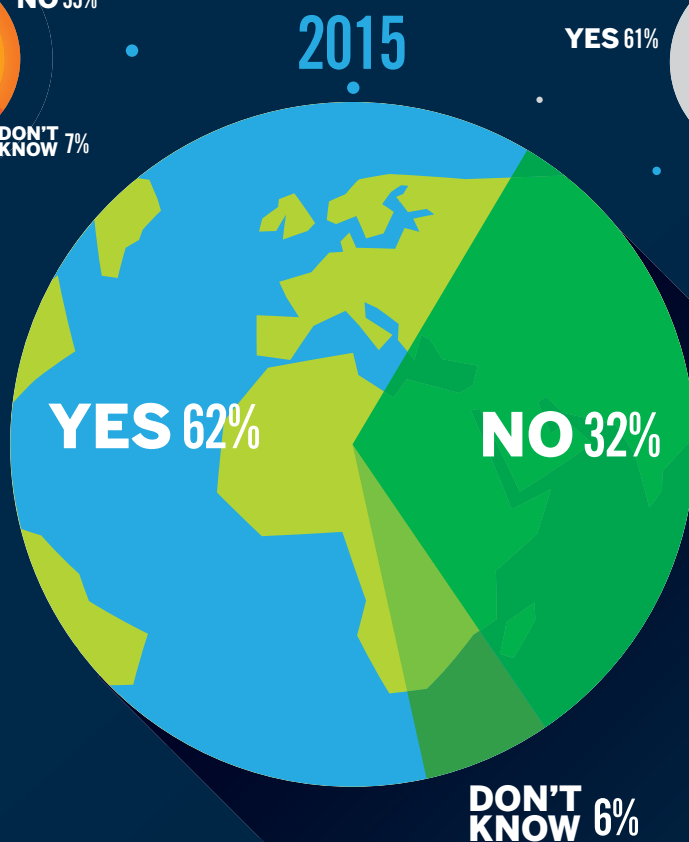
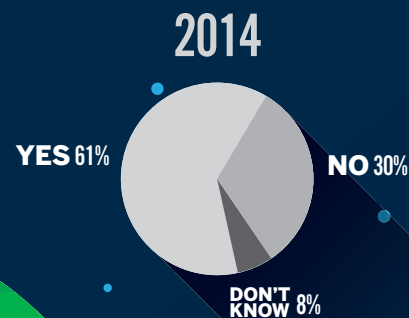
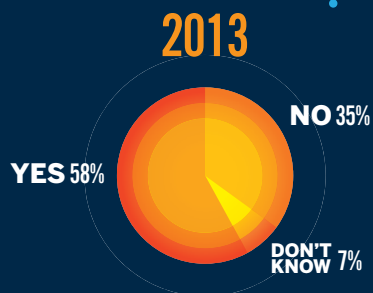
Here is the vision for Environment: East Baton Rouge is known as a green city and preserves and enhances its natural beauty, wildlife, river, green spaces, farmland and environmentally critical areas. Residents, businesses and government actively participate in conservation and environmentally responsible 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.



ENVIRONMENT GLOBAL WARMING

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

(Source: CityStats survey)



75%

of **liberals** said the planet is warming

67%

of **moderates** said the planet is warming

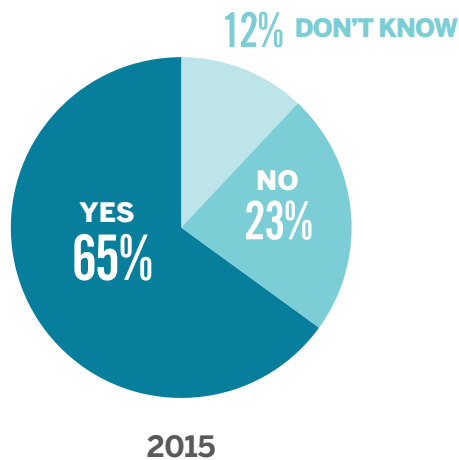
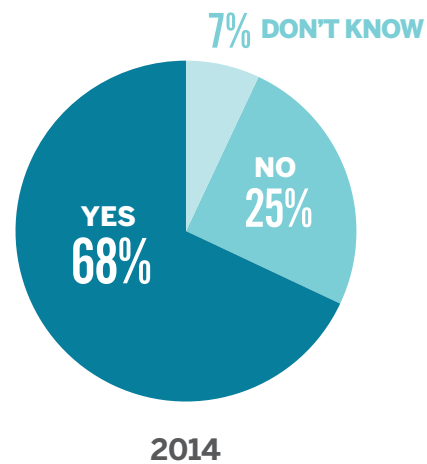
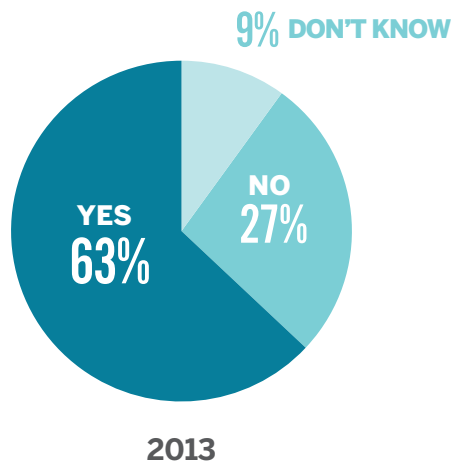
50%

of **conservatives** said the planet is warming



ENVIRONMENT GLOBAL WARMING

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



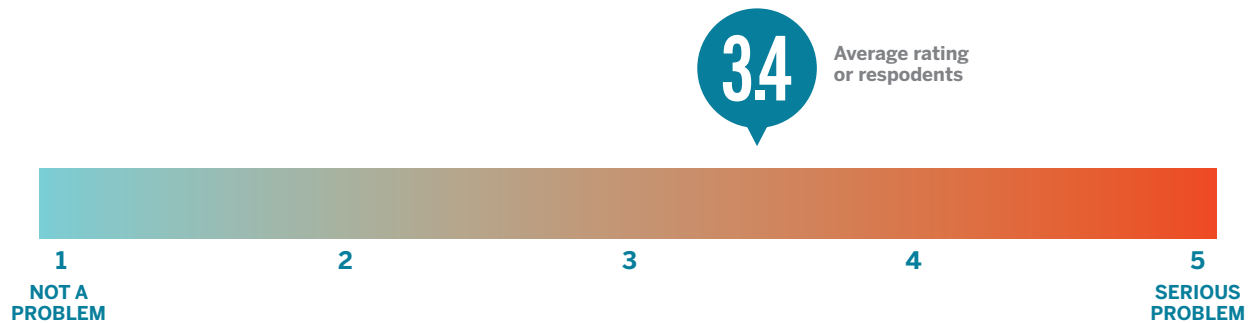
For self-identified liberals, moderates and conservatives, government is the answer, though to various degrees. Eighty-seven percent of liberals want more government regulation to limit greenhouse gas emissions, while 69% of moderates and 51% of conservatives do.



ENVIRONMENT

LITTERING AS A PROBLEM

(Source: CityStats survey)



45%

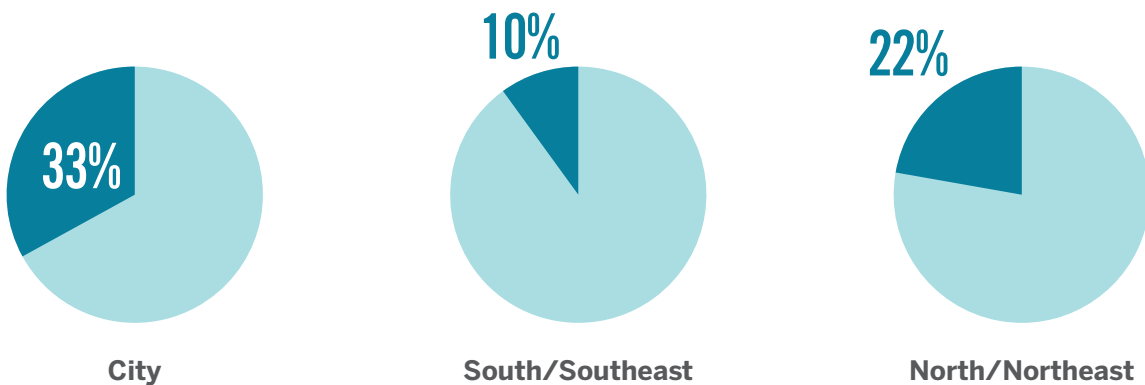
say littering is a
"serious" or "very serious"
problem in EBR

6%

say littering is
not a problem at
all in EBR

3.4 on a five-point scale, where 5 is "serious problem," about the same as last year. In 2015, 45% of respondents rated litter as a "serious" or "very serious" problem in EBR. Only 6% said litter is not a problem at all. Litter knows no political boundaries. People of all ideologies believe litter is fouling Baton Rouge.

By Area (those who said litter is a "serious problem")

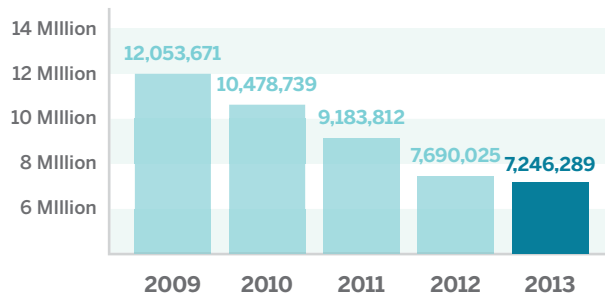




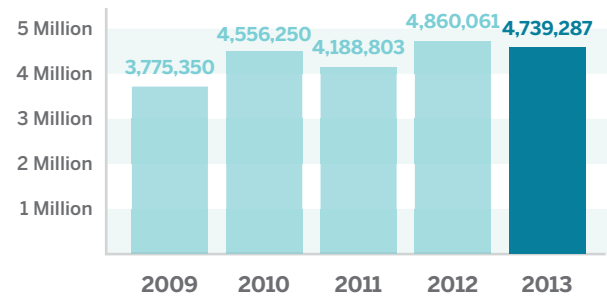
ENVIRONMENT TOXINS IN THE ENVIRONMENT

(Source: Louisiana Department of Environmental Quality)

Toxic Releases
(in pounds)



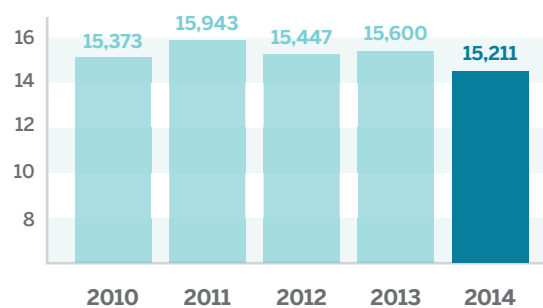
Toxic Air Pollutants
(in pounds)



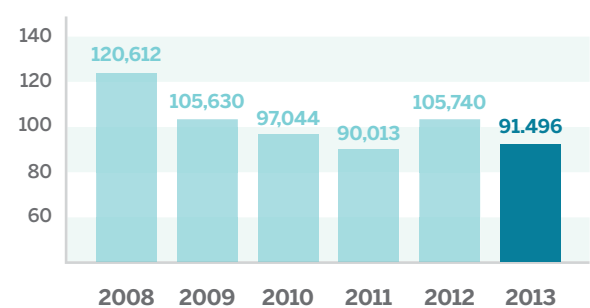
ENVIRONMENT RECYCLING

(Source: City-parish government)

Residential Curbside Recycling
(curbside and other wastes, in tons)



Commercial Recycling
(in tons)



GOVERNMENT AND CIVIC PARTICIPATION



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

Here is the vision for 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 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.



At-Large Council Members

(Source: CityStats survey)

Baton Rouge has Metro Council members that represent defined parts of town. Would you be in favor of adding at-large council members who are elected by voters across the parish to represent all parts of East Baton Rouge Parish?

62%

SAYS YES

10%

SAYS DON'T
KNOW

29%

SAYS NO

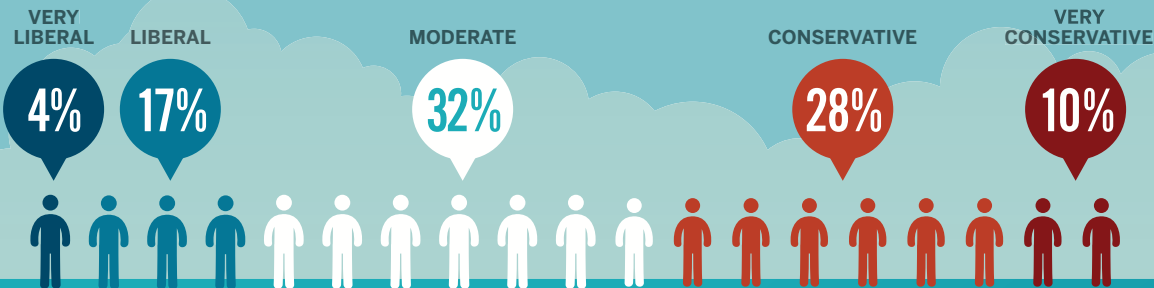
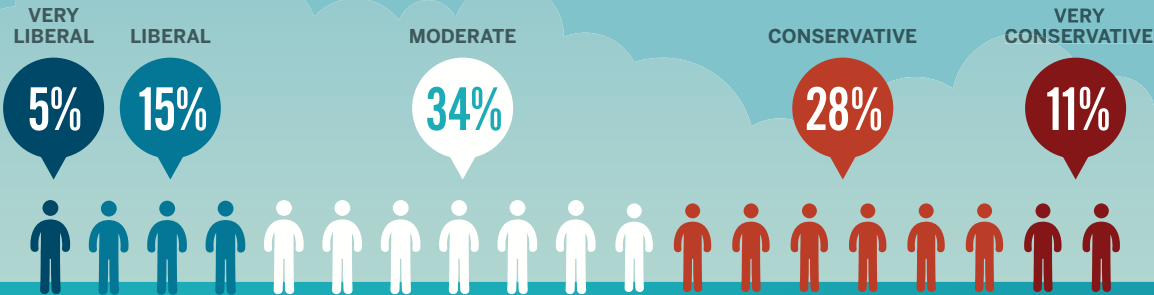
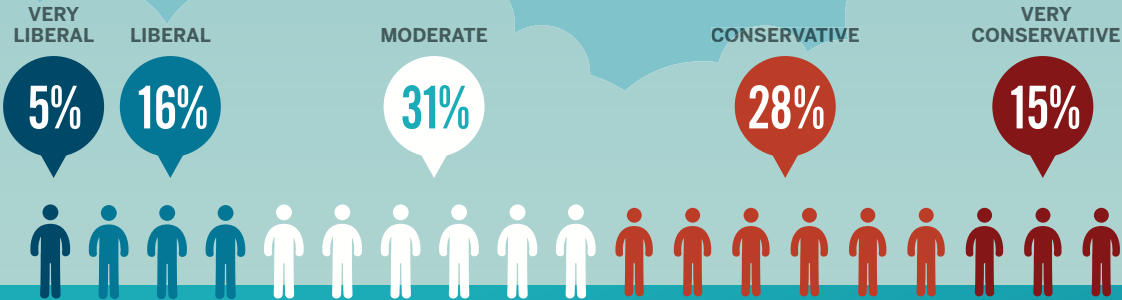


People have talked on occasion about adding at-large council members in East Baton Rouge. The idea is that at-large members would have to account for the whole parish in making their decisions. Including at-large council members has deep support in the CityStats poll. Only people over 65 don't support the council change.

Political Ideology

(Source: CityStats survey)

From our survey, we asked people to identify themselves on the political spectrum from “very liberal” to “very conservative.”



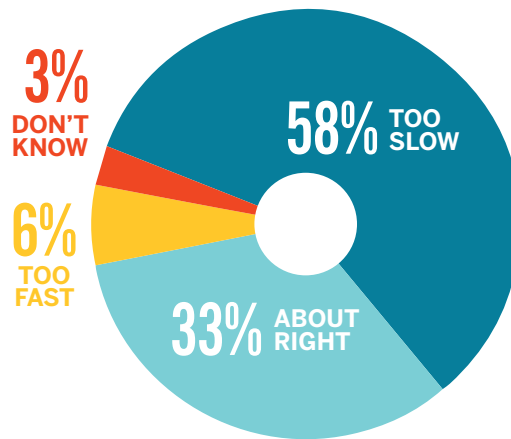


GOVERNMENT AND CIVIC PARTICIPATION

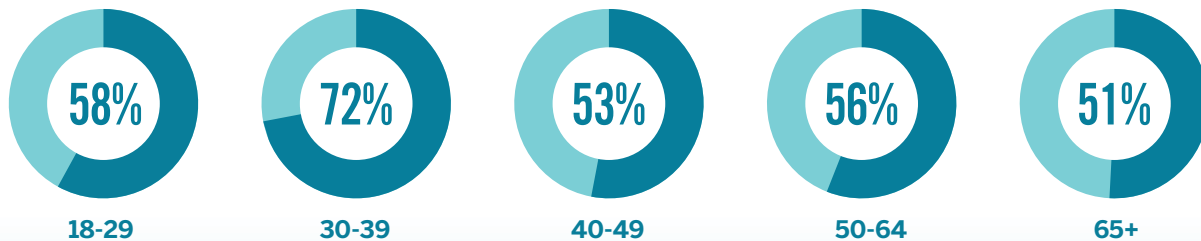
PACE OF PROGRESS

East Baton Rouge residents are more impatient. Fifty-eight percent say progress is too slow, up from 53% in 2014. In 2013, 58% said progress is too slow. In 2012 and 2011, 60% said progress was too slow.

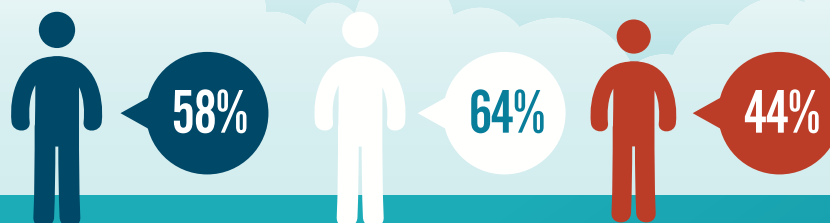
Do you feel that the pace of progress and change in Baton Rouge is...



By Age Group (Progress too slow):



By Political Affiliation (Progress too slow):

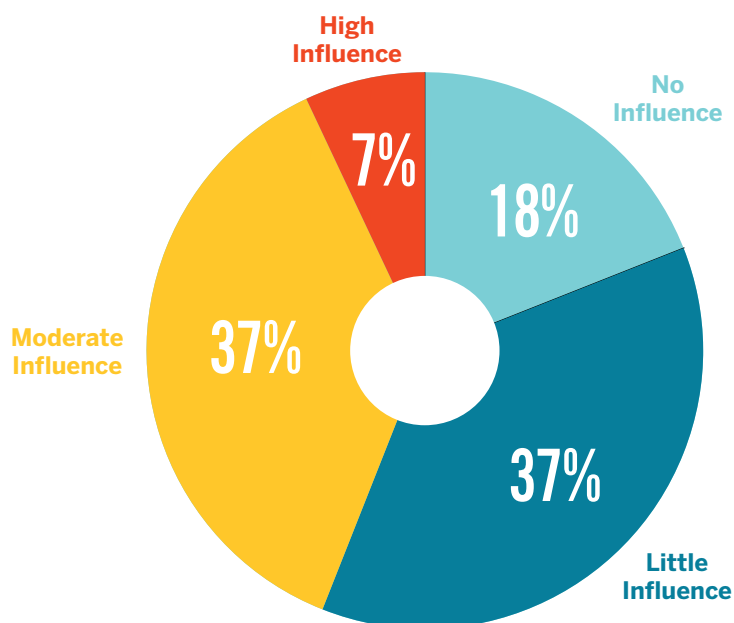




GOVERNMENT AND CIVIC PARTICIPATION

POLITICAL INFLUENCE

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



The same result as last year,

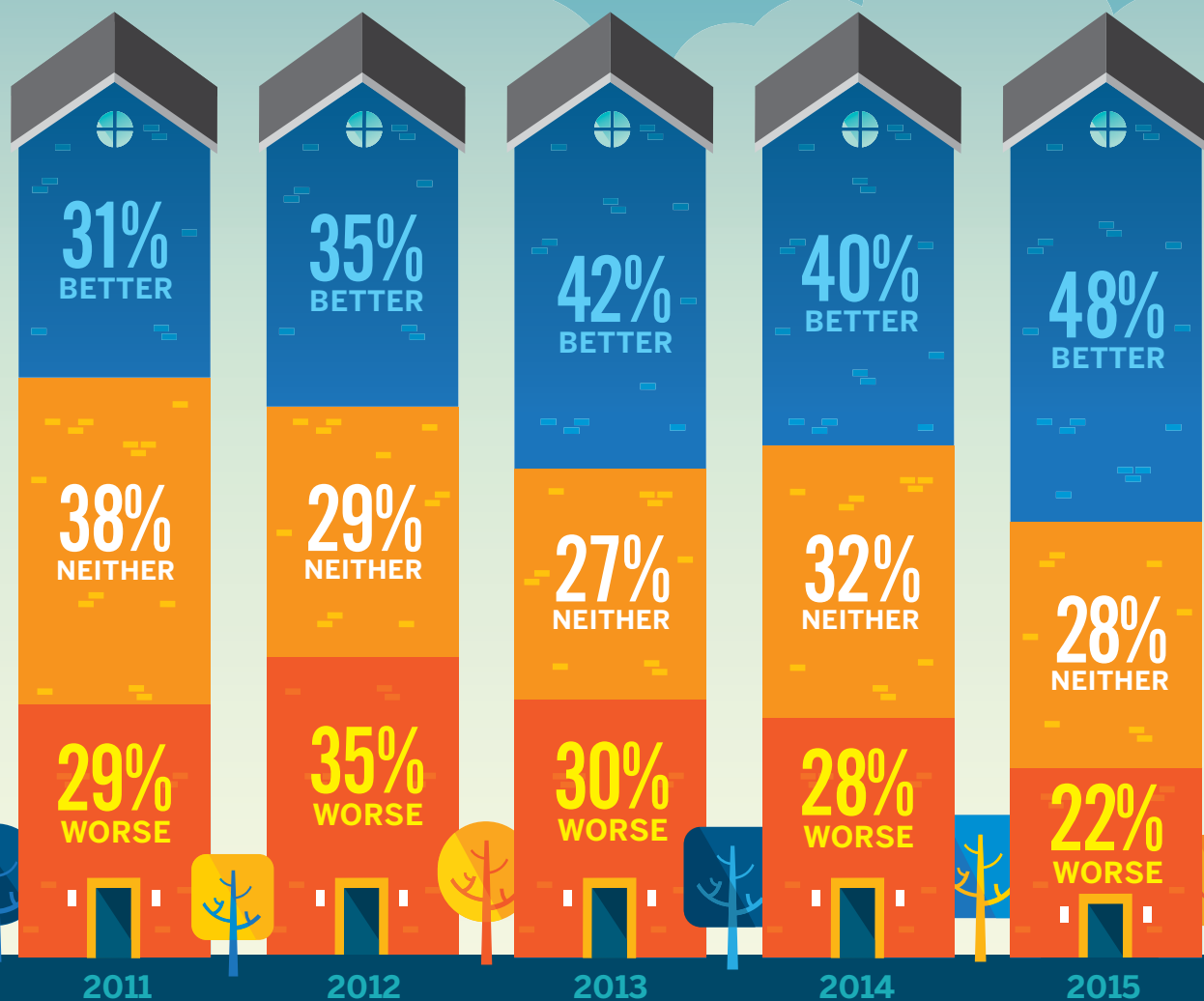
55%

of the surveyed residents said they have little or no influence over their leaders.

Satisfaction with Current Neighborhood

(Source: CityStats survey)

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



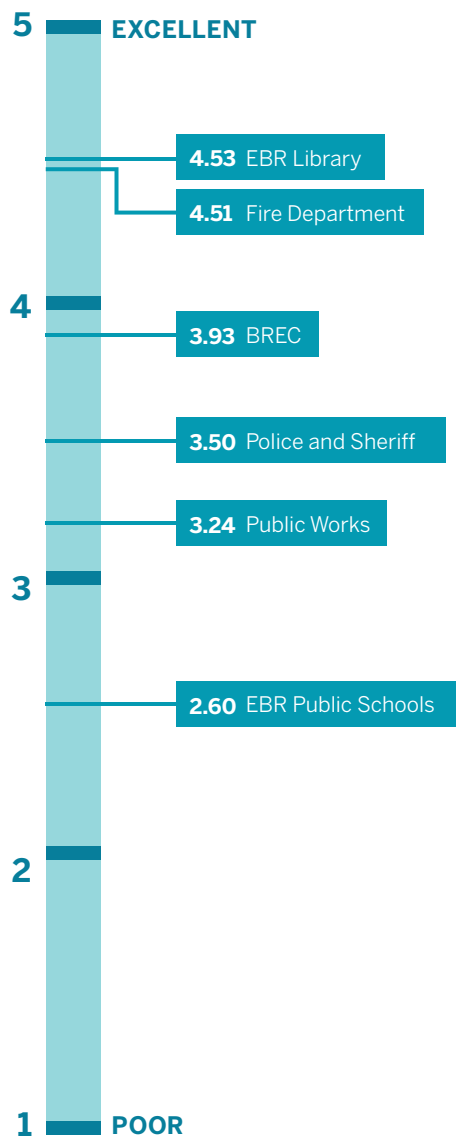


GOVERNMENT AND CIVIC PARTICIPATION RATING GOVERNMENT SERVICES

(Source: CityStats survey)

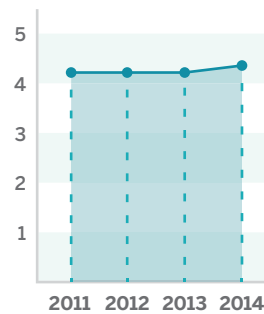
A repeat performance: The library and fire department came out on top, while BREC, BR Police and EBR Sheriff and Public Works, which is being reorganized, lagged. Public schools were at the bottom. Note: The library system wanted more tax money, but that didn't matter to taxpayers, who continue to rate the library among the best government agencies. By Louisiana Department of Education standards, EBR Public Schools are improving each year, but the schools don't rate any higher among BR residents. Let's see if new schools Superintendent Warren Drake can lift the rating in our survey.

All Government Services in 2015

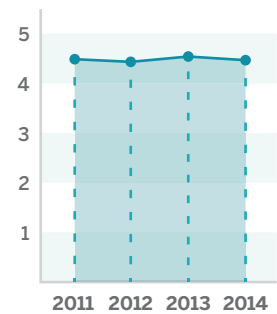


By Department or Agency Over Time

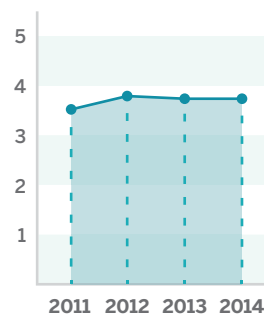
EBR Library



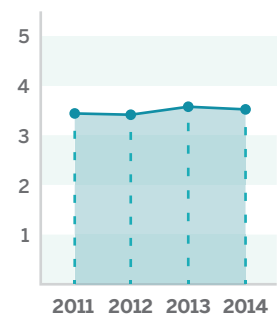
EBR Fire Department



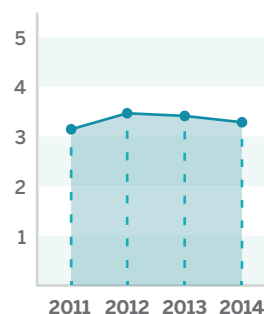
BREC



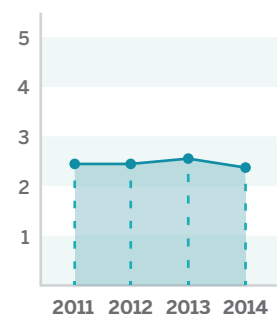
BR Police & EBR Sheriff



Public Works



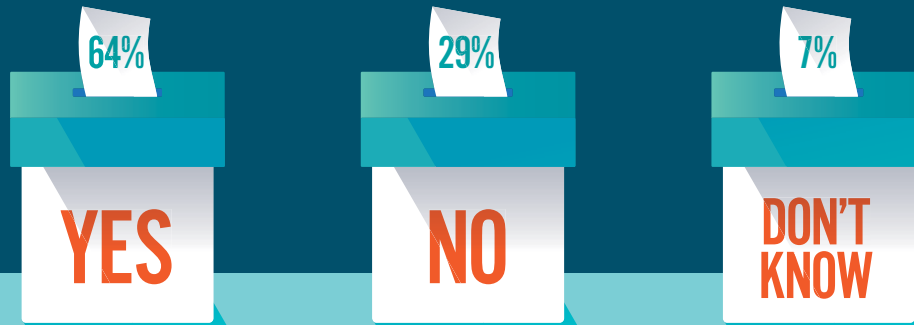
EBR Public Schools



Marijuana for Medical Use

(Source: CityStats survey)

Are you in favor of legalizing marijuana for medicinal purposes?

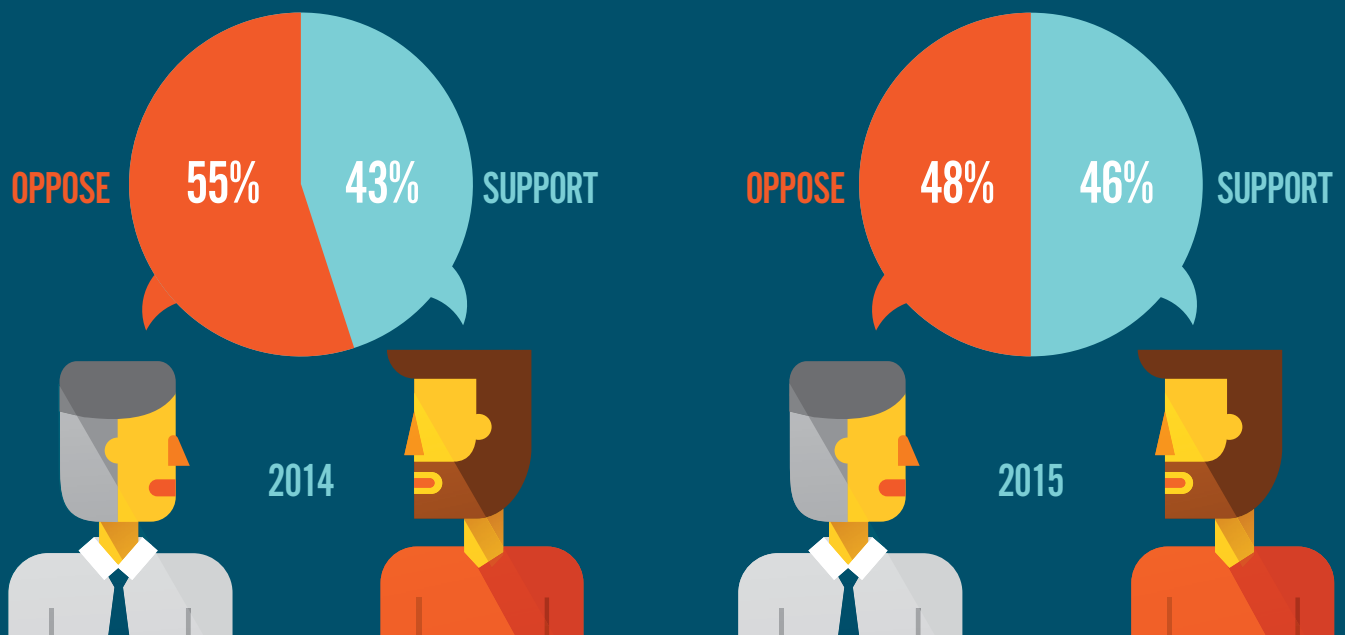


In a rare instance, the Louisiana Legislature has caught up with public opinion. In the 2015 session, lawmakers approved marijuana use for medical purposes, but with limits. Louisiana is the 24th state to allow medical marijuana and the first southern state to do so.

Legalizing Possession

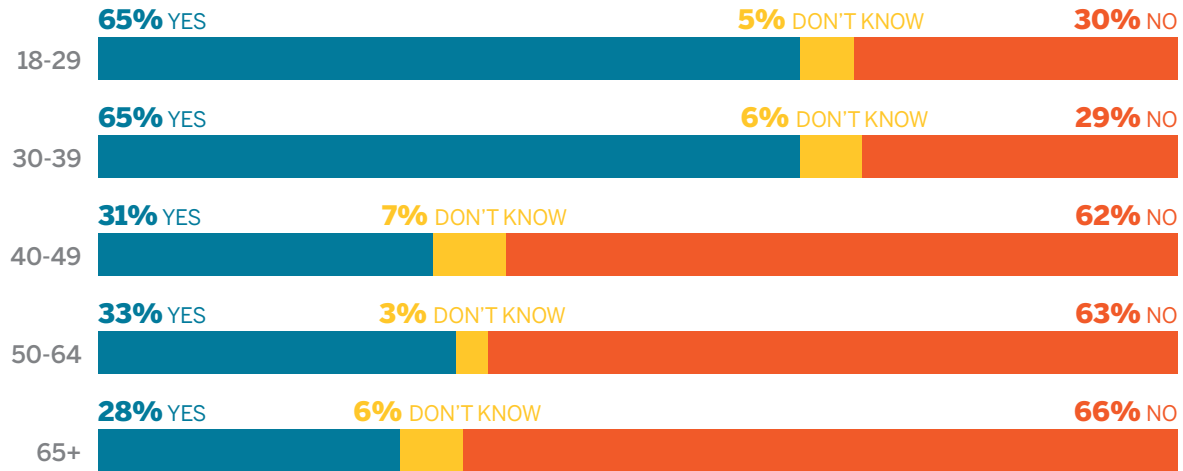
(Source: CityStats survey)

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

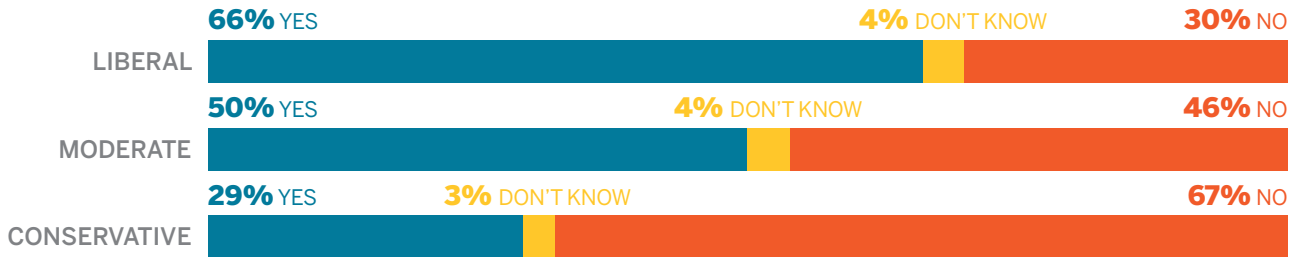


Do you support or oppose legalizing possession of small amounts of marijuana for personal use?

By Age (2015)



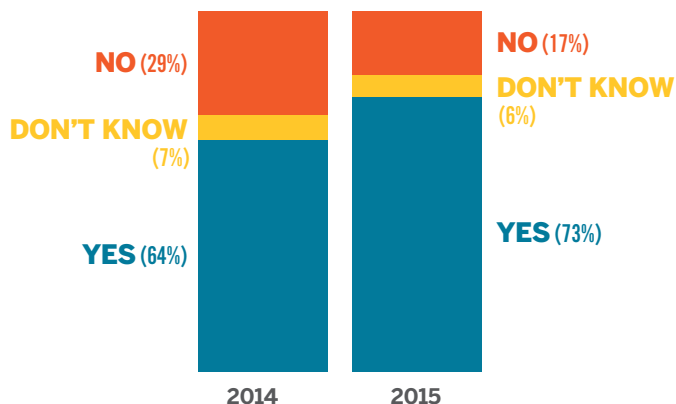
By Political Ideology (2015)



The percentage of EBR residents who oppose legalizing small amounts of marijuana for personal use dropped sharply since the 2014 survey. Four states have legalized marijuana for personal use: Colorado, Washington, Oregon and Alaska.

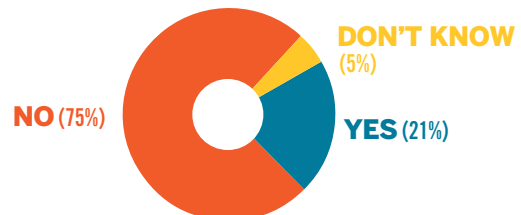
Marijuana Legal Eventually In Louisiana?

Do you believe marijuana sales and consumption will eventually be legal in Louisiana?



Decriminalizing Marijuana

If marijuana use is not legalized, do you think people convicted of possessing small amounts of marijuana should serve jail time or not?



Per capita, Louisiana incarcerates more people than almost any place in the world. Slowly addressing the problem, state government reduced sentences for convictions on marijuana possession charges in 2015. Our poll indicates that EBR residents don't think lawmakers went far enough.

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: 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.





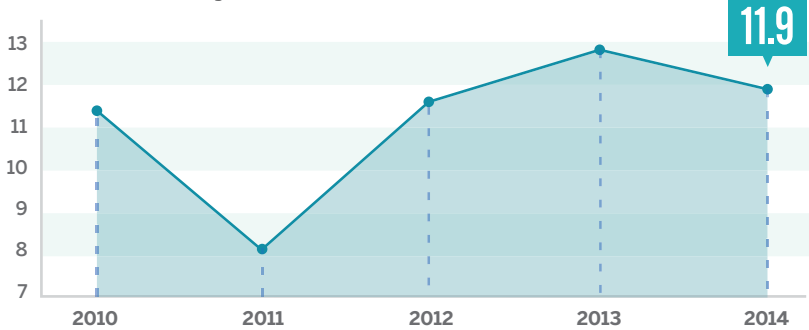
HEALTH

(Source: Louisiana Department of Environmental Quality)

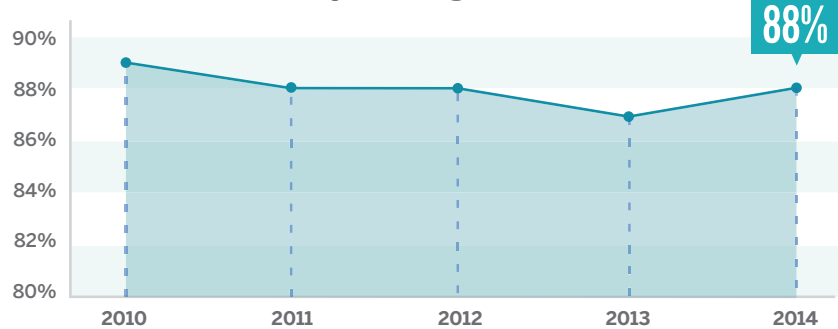
11.9 OF EVERY
1,000
EBR INFANTS

died before 12 months of age,
compared to **6.1 nationally**

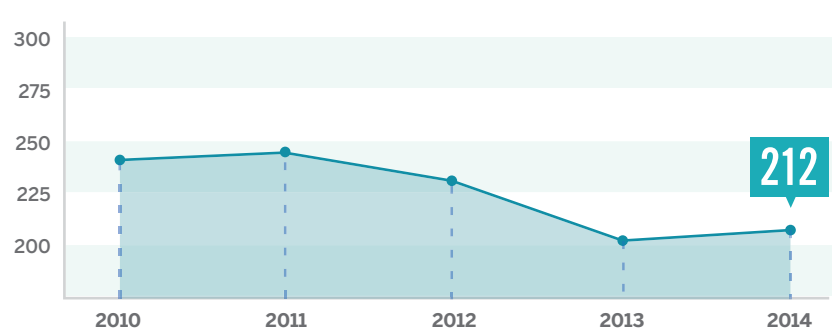
Infant Mortality Rate



Newborns with Healthy Birthweight

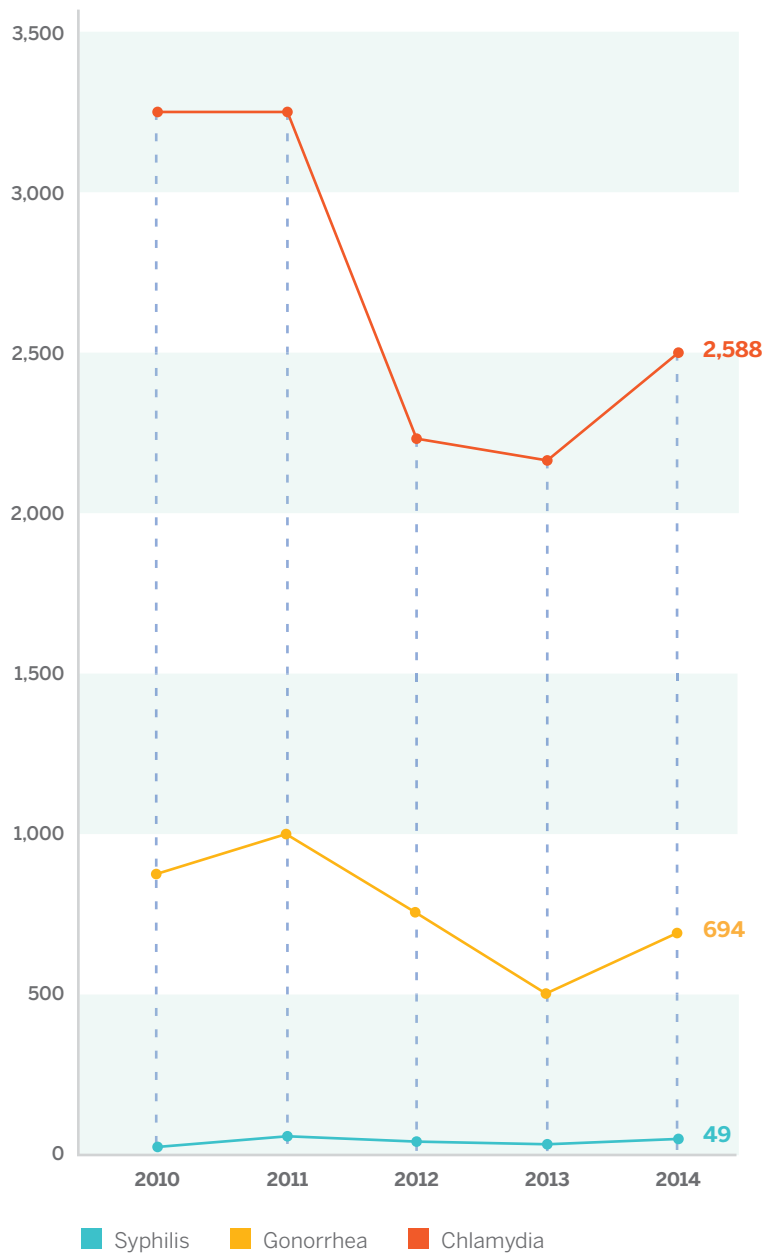


New HIV Cases

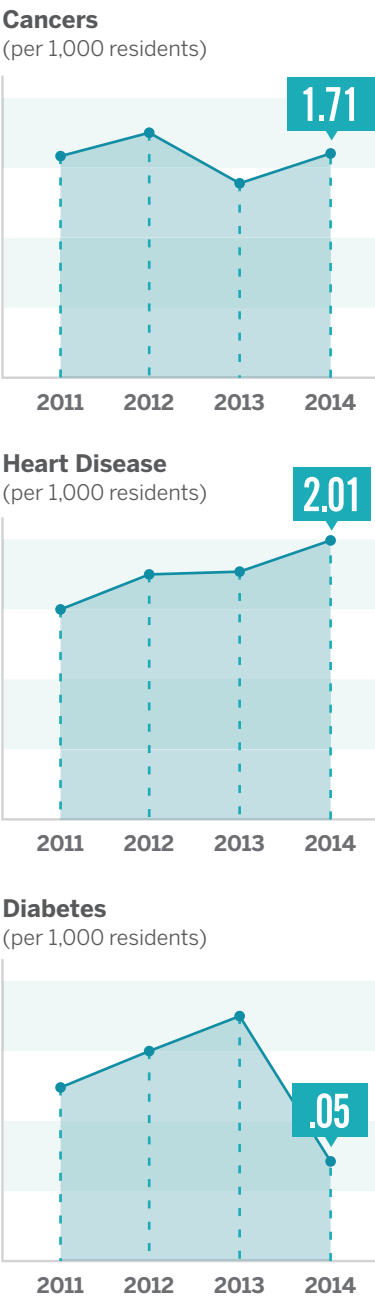


Baton Rouge has among the highest HIV rates in the country. But the number of new cases is down 18% since 2008, when new cases were at 258

New Cases of Sexually Transmitted Diseases



Death Rates By Disease



INFRASTRUCTURE





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

Here is the vision for Infrastructure: The region enjoys a superior multimodal transportation system, with excellent infrastructure that meets the needs of local residents, businesses, travelers and visitors. Public transit and green transportation are preferred options for all residents, and the community is pedestrian- and cyclist-friendly. The physical infrastructure of the community is able to meet resident needs. Stormwater and related systems are in place to prevent public health emergencies and flooding.

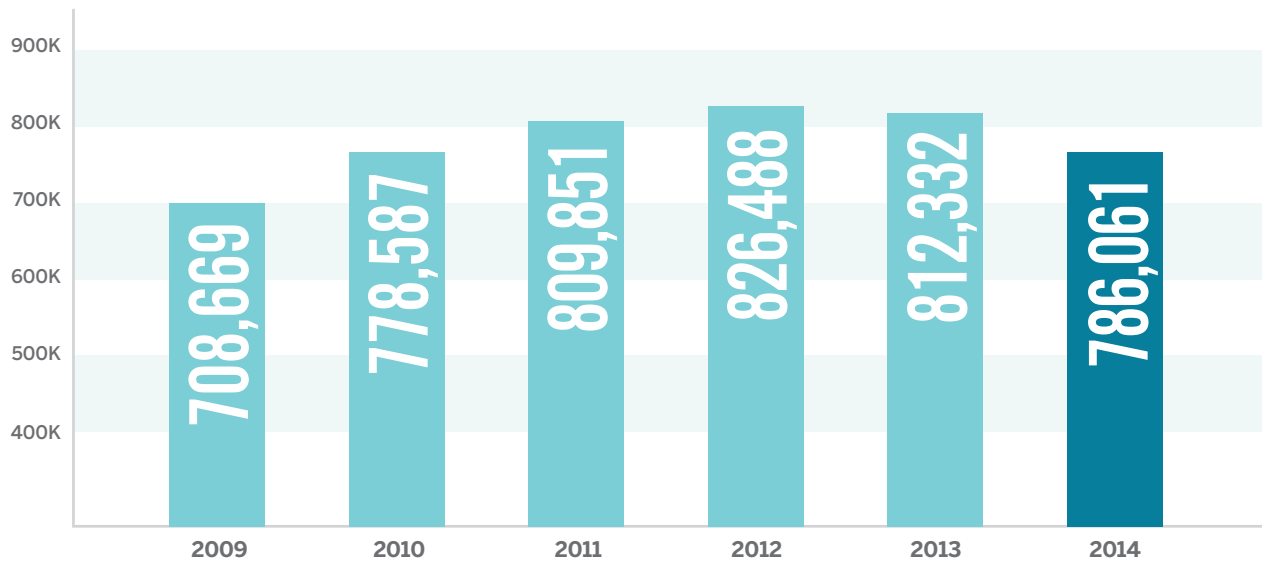




INFRASTRUCTURE BATON ROUGE AIRPORT

(Source: Baton Rouge Metropolitan Airport)

Baton Rouge Airport Total Passengers (Source: Baton Rouge Metropolitan Airport)



"Build it and they will come" Not so for the EBR Metro Airport, which has been renovating and expanding but hasn't experienced an increase in passenger traffic. Total passengers declined 3% in 2014; 2% in 2013. The airport has a tough competitor in suburban New Orleans, which offers more direct flights and is rated among the most affordable in the nation. Louis Armstrong New Orleans International Airport served 9.8 million passengers in 2014, 6% more than the year before, marking five consecutive years of growth. New Orleans is building a new terminal to improve service.

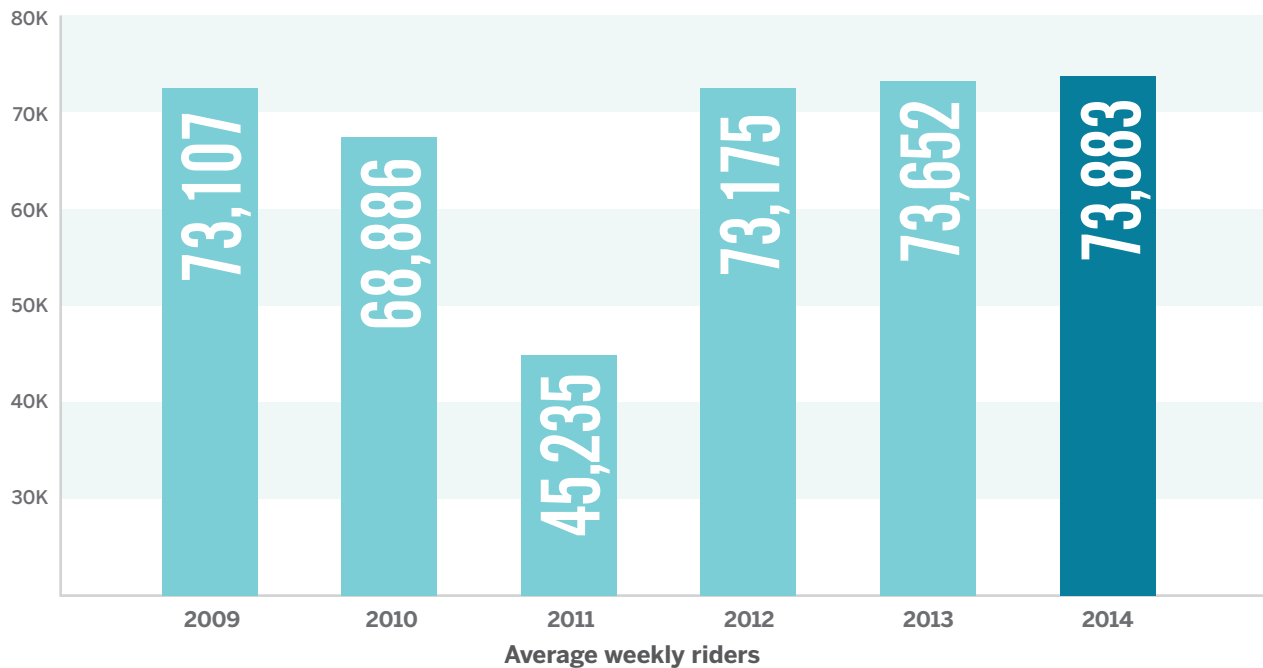




INFRASTRUCTURE MASS TRANSIT

Capital Area Transit System is spending a 2012 dedicated property tax to add routes and reduce waiting, but only a few more people were riding buses in 2014. CATS announced earlier this year that ridership in 2015 has increased by more than one-third. We'll know if the expansion is working by the end of the year.

Bus Ridership (Source: Capital Area Transit System)



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

(Source: CityStats survey)



Local Gasoline Tax

(Source: CityStats survey)

As you may know, Louisiana has a STATE tax on gasoline, but no local parish tax on gasoline. Would you be in favor of allowing individual parishes to levy their own gasoline taxes if the money is only used to improve local roads and transportation?

OVERALL

YES
60%

NO
34%

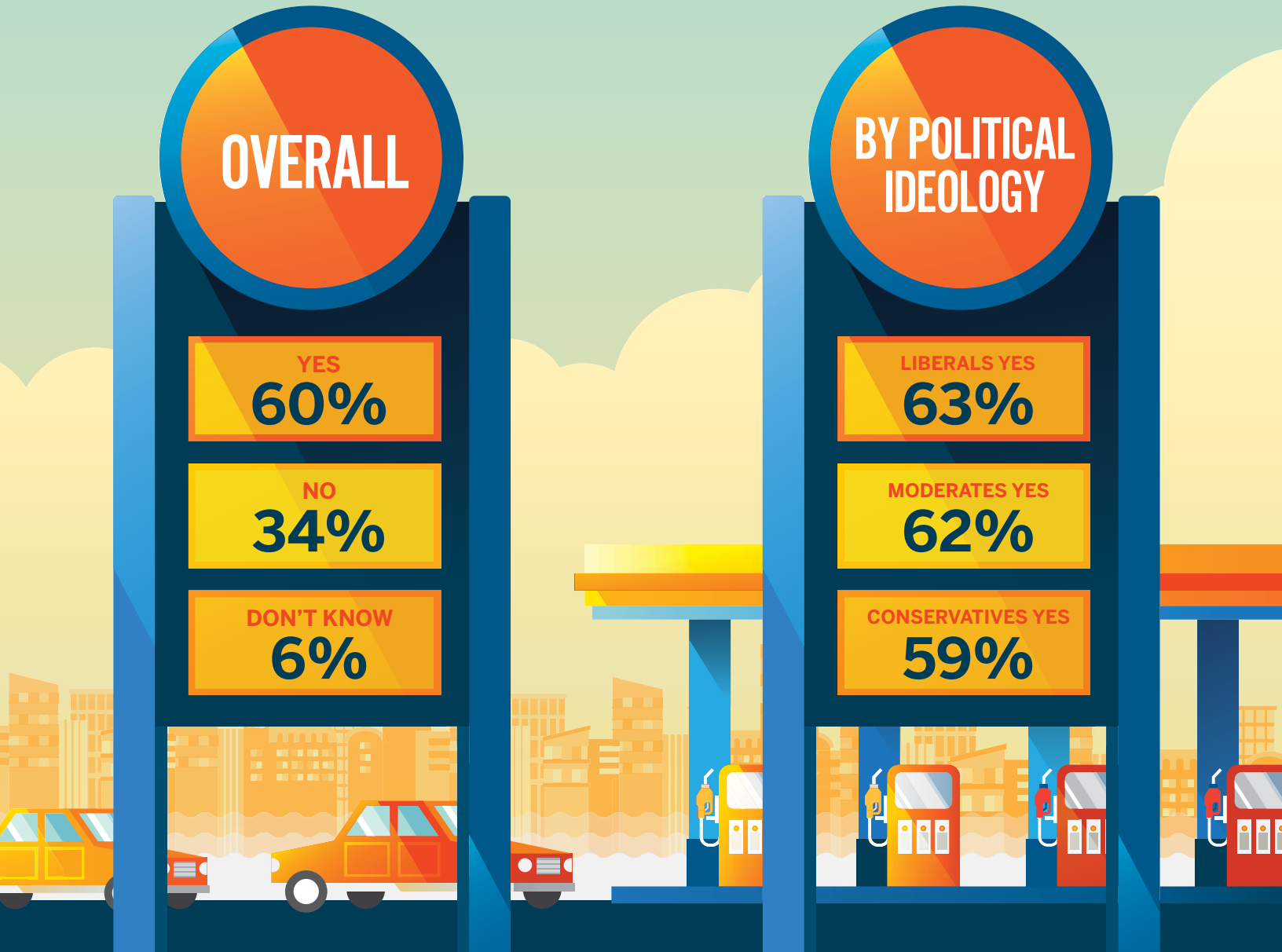
DON'T KNOW
6%

BY POLITICAL IDEOLOGY

LIBERALS YES
63%

MODERATES YES
62%

CONSERVATIVES YES
59%

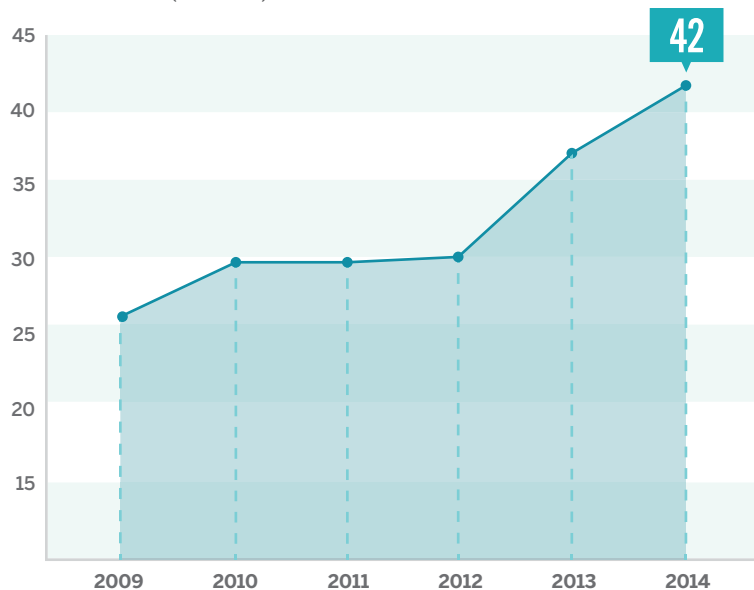




INFRASTRUCTURE BIKING

(Source: BREC, city-parish government)

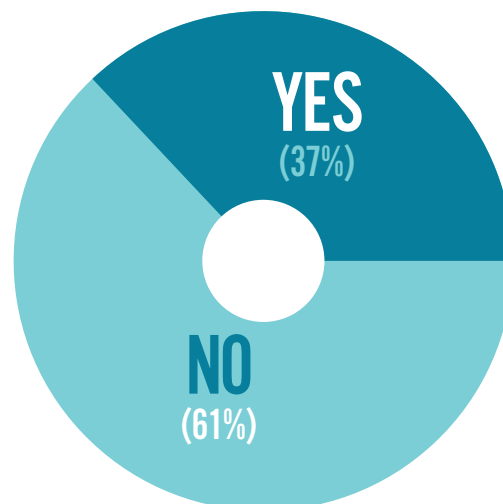
Bike Trails (in miles)



East Baton Rouge added five more miles of bike trails in 2014, and BREC and the city-parish have plans to build more. Plans are to narrow Government Street to build bike paths, for instance. Still, Baton Rouge is behind most cities. San Diego has 620 miles of bike lanes to lead the country. Tucson follows with 610 miles, according to the Alliance for Biking and Walking.

Bike to Work (Source: CityStats survey)*

If Baton Rouge had bike paths and dedicated bike lanes on your work route, would you consider riding a bike to and from work?



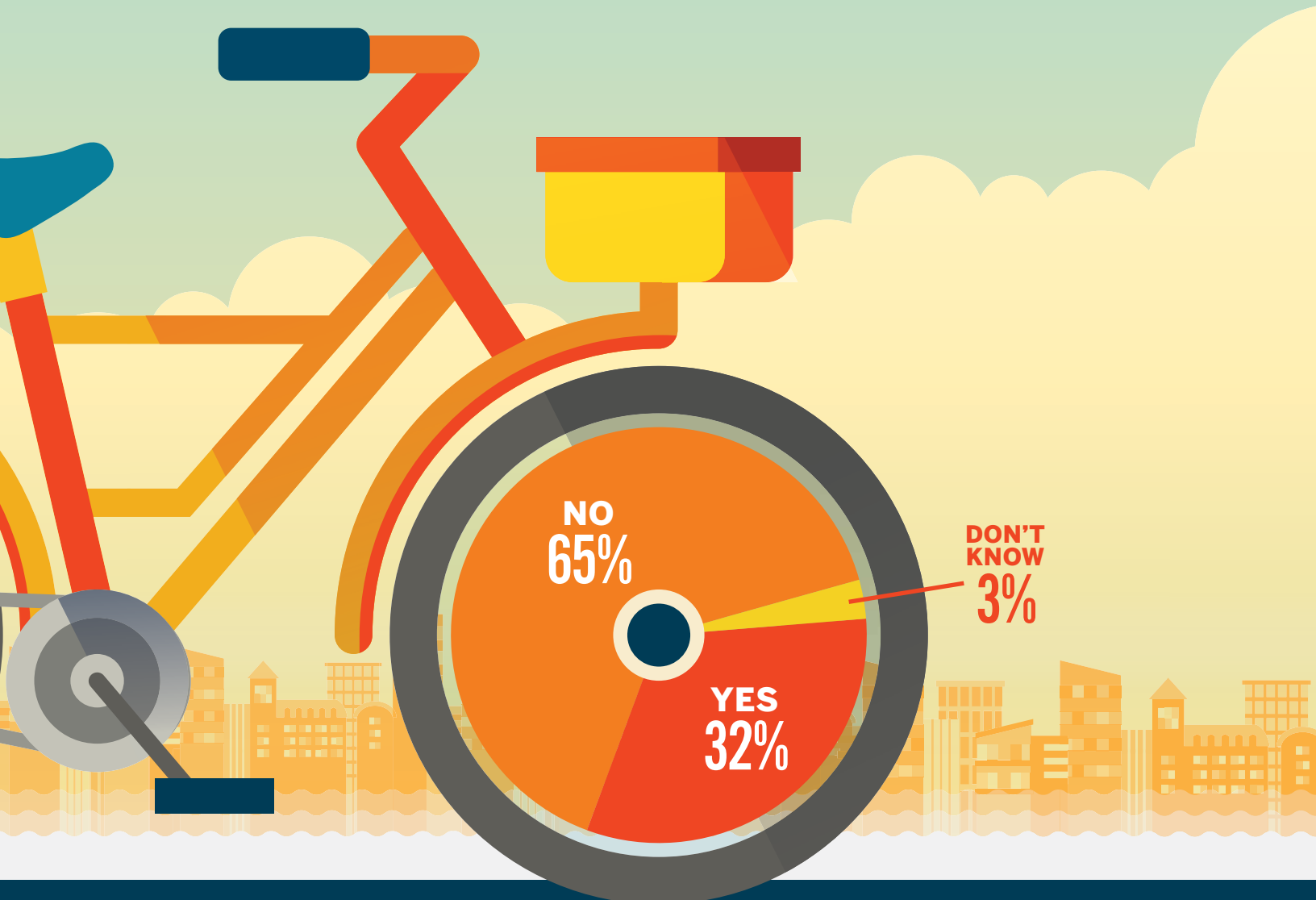
* First time this question has been asked.

Bike Share

(Source: CityStats Survey)

The sharing economy has come to East Baton Rouge. You can hail Uber cars driven by EBR residents and use AirBNB to pay for a stay in a private residence. Bike share could be next; 32% of respondents in our poll said they would rent bikes through a system.

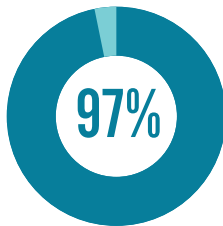
Some cities have bike share systems. People pay annual membership fees of \$55 to \$90 and rent bikes for \$1 to \$4 per hour. If Baton Rouge had a bike share system, would you use it?



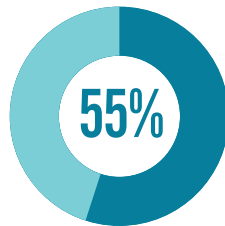


INFRASTRUCTURE BIKE SHARE

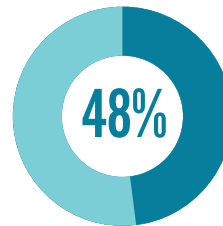
Why they would use bike share (asked only of people who said they would use bike share)



For exercise

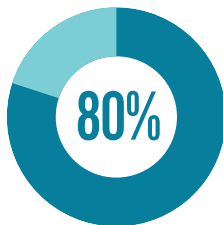


To ride to work

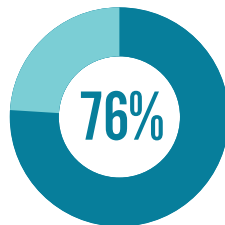


To run errands

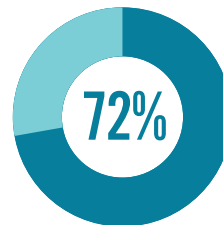
Where they want bike share hubs (asked only of people who said they would use bike share)



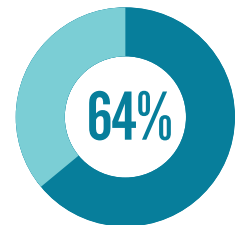
LSU Campus



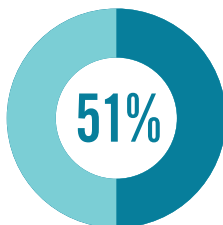
University, City Park Lakes



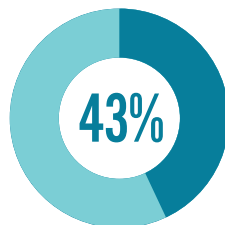
City Park



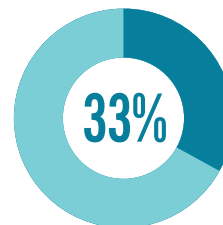
Downtown



Mid City



Southern University

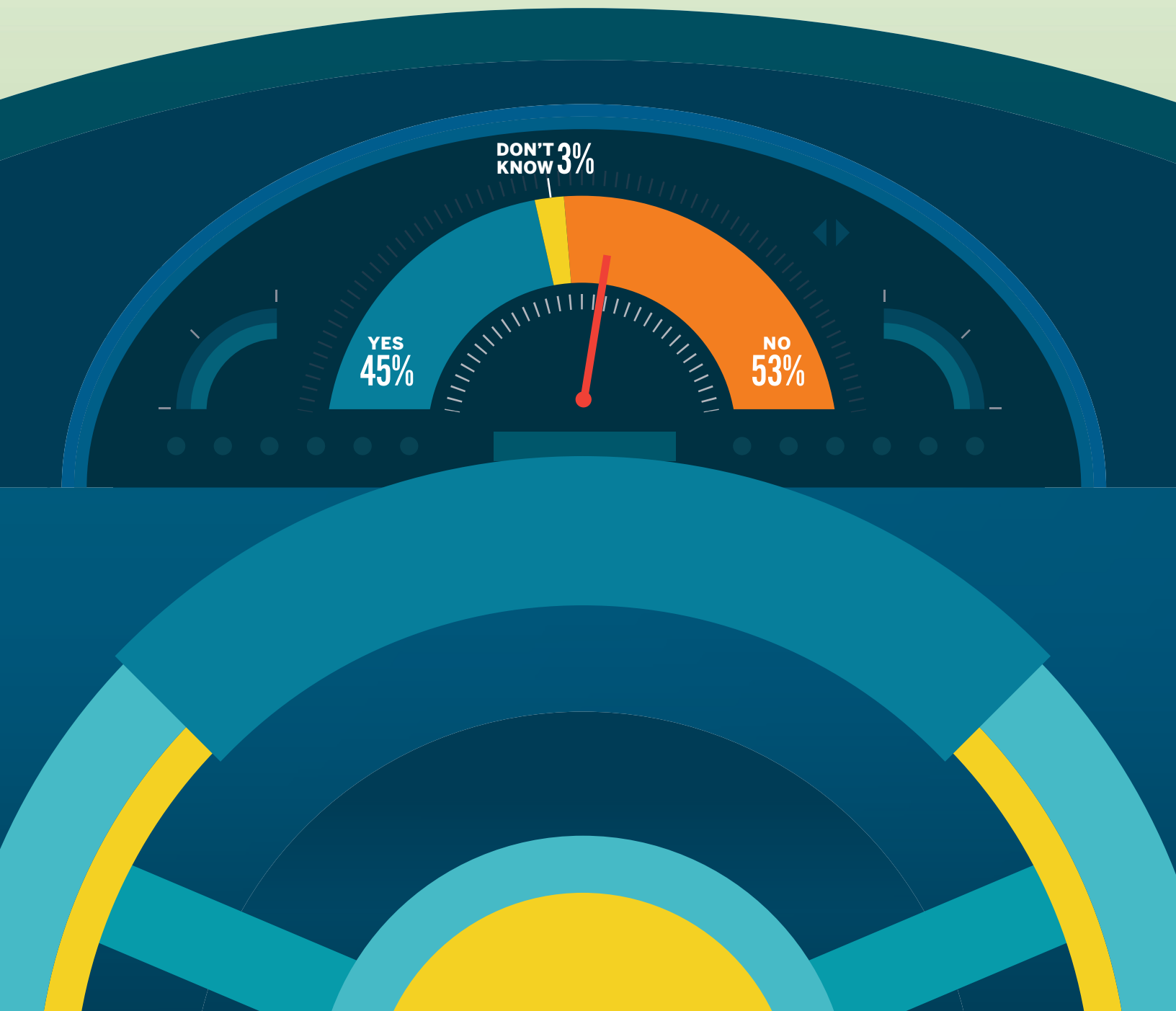


**Around Our Lady
of the Lake**

Car Share

(Source: CityStats Survey)

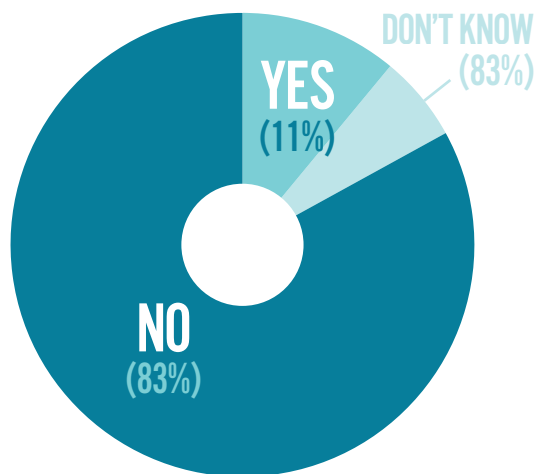
Some cities have businesses that offer car sharing. You can walk up to a network's car and rent it, leaving it in another place if you want. These services cost between \$65 to \$90 for an annual membership and \$8 to \$10 per hour to use a car. Gasoline and insurance are covered in the costs. Would you use a car sharing system if it was available in Baton Rouge?





INFRASTRUCTURE CAR SHARE

If Baton Rouge had a car sharing system with cars available at locations convenient to you, would you consider getting rid of your own car?



CAR SHARE
IS MORE POPULAR AMONG
YOUNGER
PEOPLE AND THOSE WITH
LESS MONEY.

A majority of people under 39, and those earning less than \$50,000 said they would use a car share service.



PUBLIC SAFETY



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

Here is the vision for Public Safety: East Baton Rouge residents enjoy a safe, inviting environment throughout the community: at home, in the workplace and on the roads. Crime rates are low, and the community assists with law enforcement in prevention activities and rehabilitation of former offenders. Fire, rescue, police and other agencies work together cooperatively across the region. Area youth reach their potential and become productive members of the community. The region is prepared for disasters and responds quickly and effectively to all emergency situations.



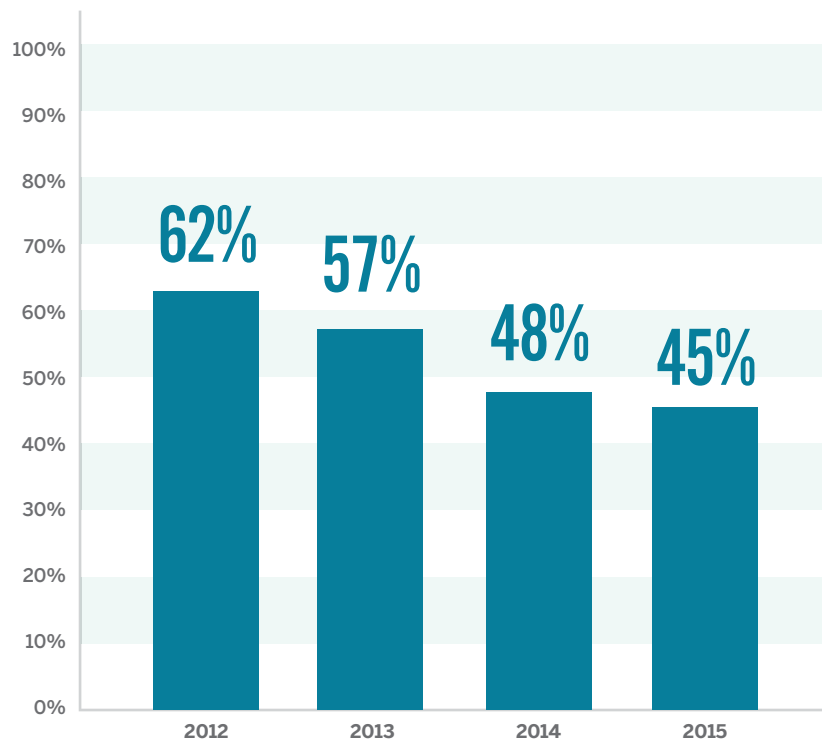
**PUBLIC SAFETY****WORRIED ABOUT BECOMING A VICTIM**

(Source: CityStats survey)

GOOD NEWS: Fewer and fewer people are worried about being victims of crime.

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.")



By Area In Parish

49%

Fear of victimization in the city

42%

Fear of victimization in the North and Northeast

41%

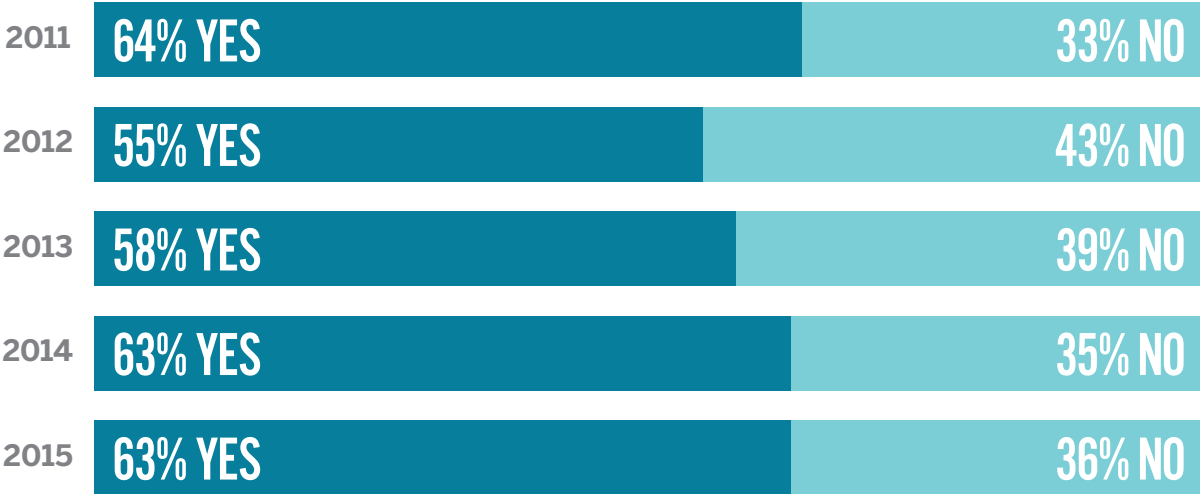
Fear of victimization in the South and Southeast

Thirty-three percent of blacks, twice the figure of whites, were "much more concerned" about being crime victims.

Perception of Safety in Neighborhood

Do you feel safe walking alone at night in your neighborhood?

(Source: CityStats survey)

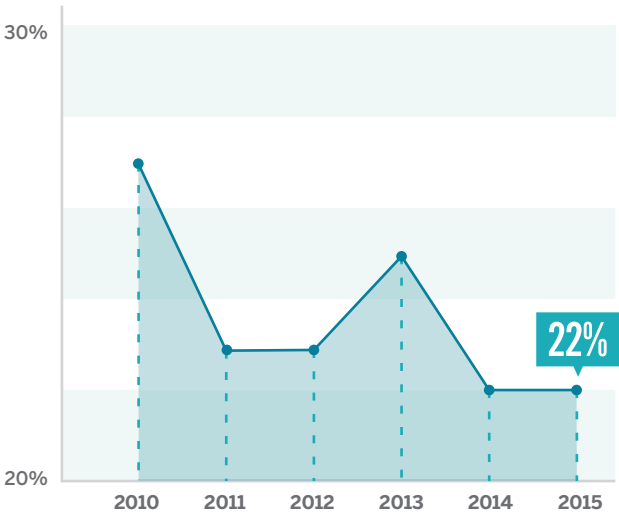


Victim of Crime

In the 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.

26% of African Americans said they were victimized by criminals in the previous year.

20% of whites did.



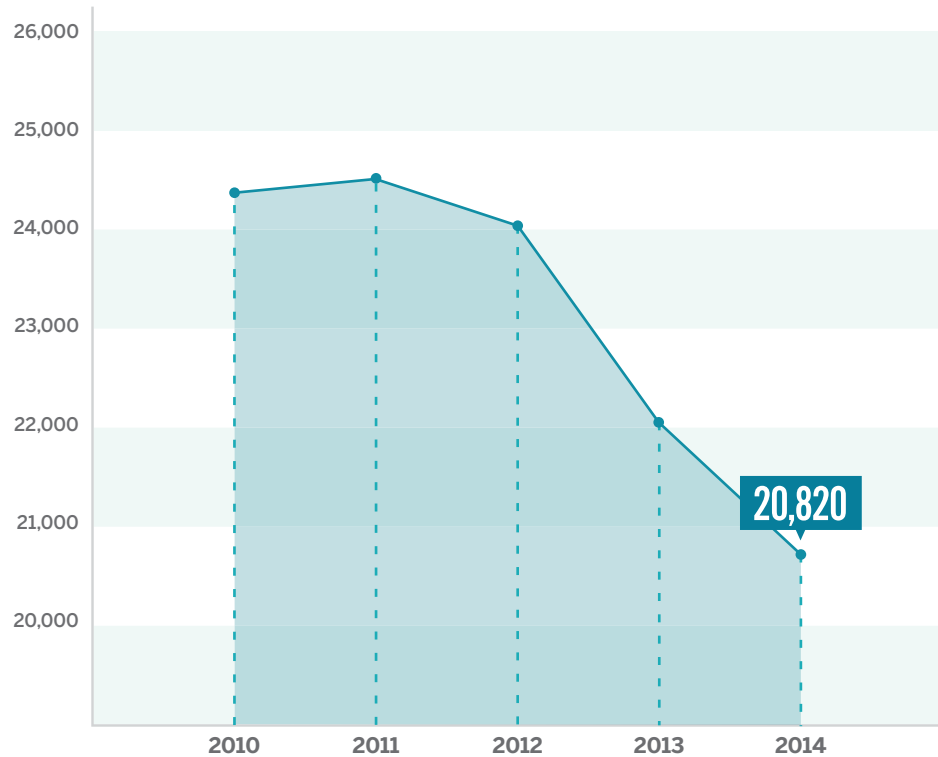


PUBLIC SAFETY CRIMES

(Source: police departments, EBR Sheriff)

Note: Southern University and Baker Police Department did not provide data for this report. Their numbers are not included, though are typically less than 5% of all crimes.

Total Offenses (violent and non-violent)



Violent crime did not decrease in the latest reported year, but

TOTAL CRIME

DECLINED

6%
IN 2014

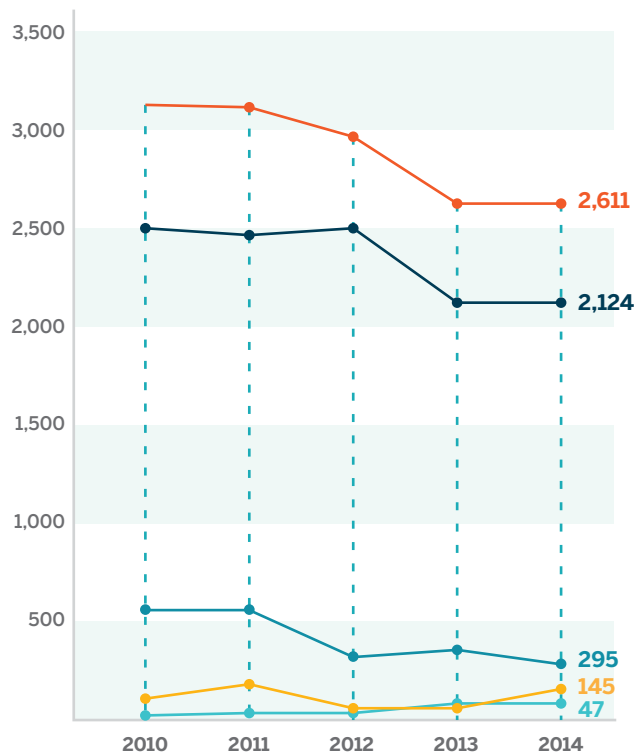
&

TOTAL CRIME

IS DOWN

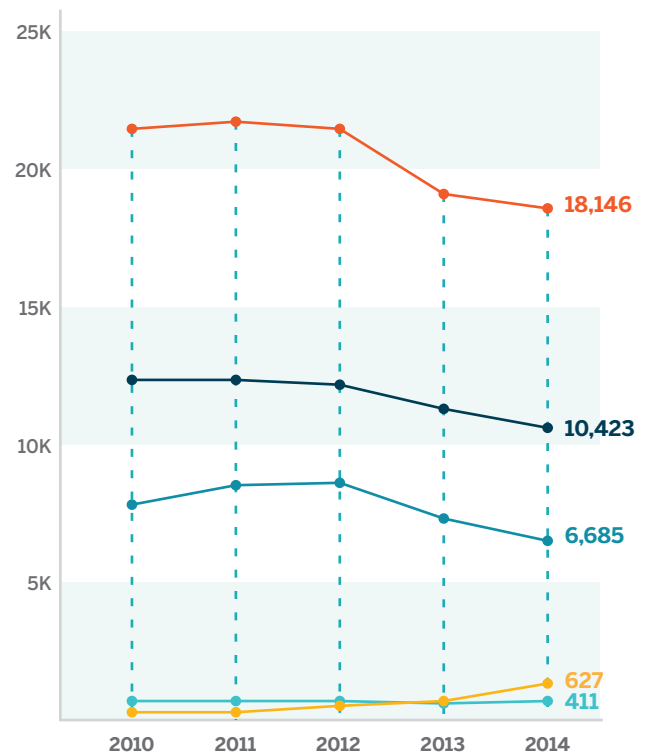
15%
SINCE 2012

Number of Violent Offenses



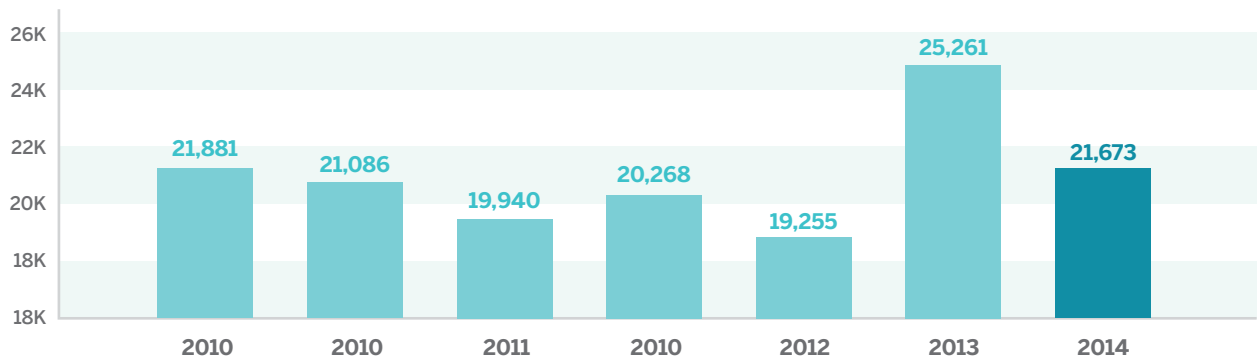
As reported by: ■ BR Police ■ EBR Sheriff ■ LSU ■ Zachary ■ Total Crime

Number of Non-Violent Offenses



63 Murders in EBR in 2014, up 1 from 2013, but down from 81 in 2012.

Total Traffic Accidents (Source: LSU Highway Safety Research Group)



Traffic Deaths

47 Total traffic deaths are rising again. They fell from 52 in 2009 to 38 last year, but rose to 47 in 2014.

18 Traffic deaths related to alcohol were higher in 2014 after declining over five years to 9 in 2013.

SOCIAL WELL-BEING



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

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

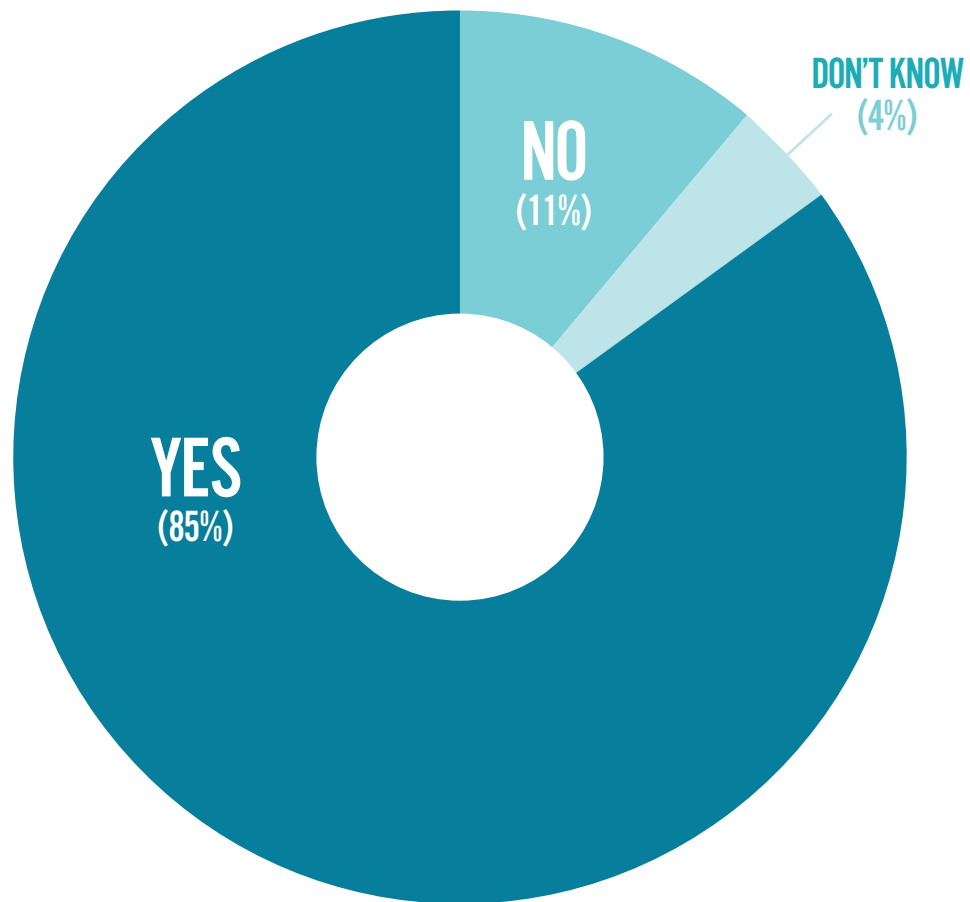


**SOCIAL WELL-BEING****MENTAL HEALTH TREATMENT CENTER**

(Source: CityStats survey)

Services for the mentally ill are scant after the closure of EKL Medical Center and reduction in state services. So police officers have to imprison mentally ill people in crisis who have been picked up for minor offenses. Diverting the mentally ill and people with substance abuse problems to a treatment center is being discussed as a solution.

A proposal has been made to develop a center offering treatment alternatives for people arrested with a mental illness or substance abuse issues. Would you be in favor of local government building and operating such a center?



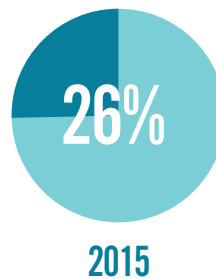
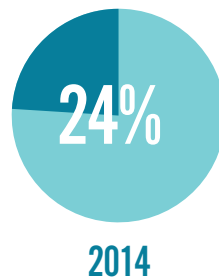
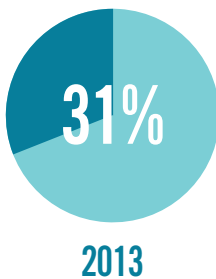


SOCIAL WELL-BEING

MONEY FOR NECESSITIES

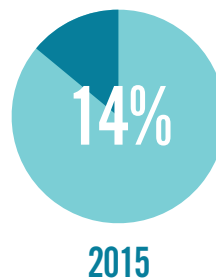
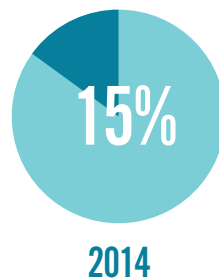
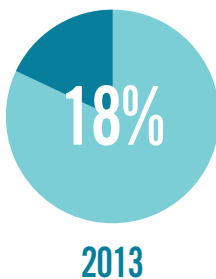
We asked respondents whether they could not afford to pay for necessities sometime in the previous 12 months.

Couldn't Afford Food

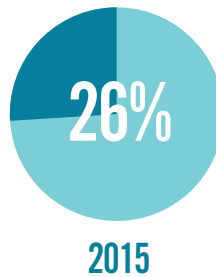
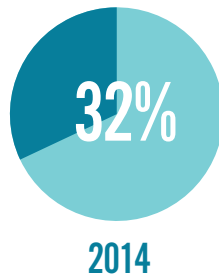
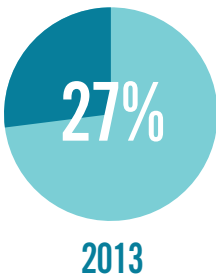


A small rise from 2014, when 24% said they couldn't afford to buy food, but down from 2013, when 31% did. 47% of people earning less than \$25,000 in 2015 didn't have money for food during the year. Even people earning more, though, went hungry at times, and that included 28% of income earners between \$50,000 and \$74,999.

Couldn't Afford Housing



Couldn't Afford Health Care



In states that have expanded Medicaid under the Affordable Care Act, the percentage of people who couldn't afford health care has declined. There is a move in Louisiana to let the working poor have health insurance under the ACA next year.



SOCIAL WELL-BEING

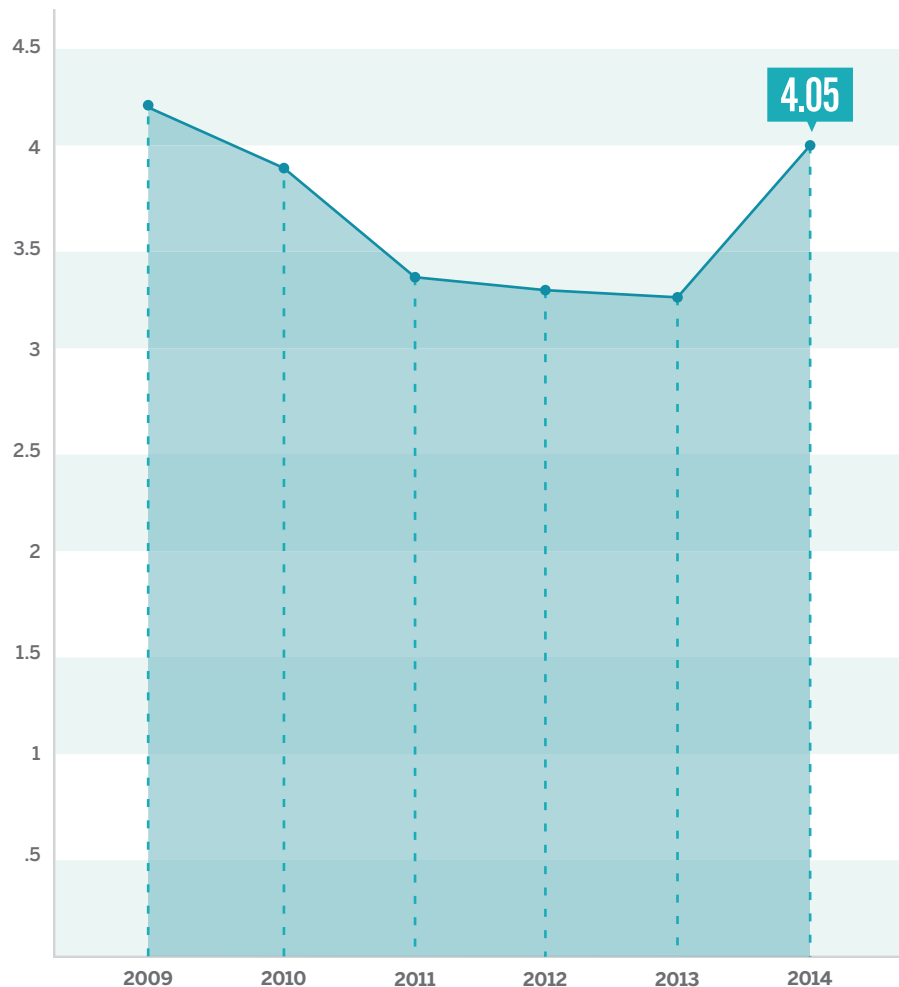
EBR TEEN BIRTH RATE

Over decades, the teen birth rate has been dropping across the country, including in East Baton Rouge. In 2014, there was a slight increase in the rate in East Baton Rouge.

Use of contraceptives and sex education are among reasons girls under 20 aren't having as many children. More recently, reality TV stories that depict childrearing as more than difficult have contributed to fewer teens getting pregnant.

EBR Teen Birth Rate (live births per 100 teens)

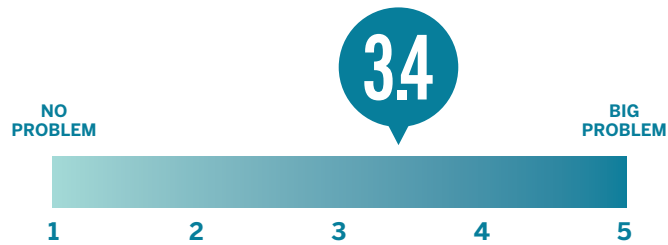
(Source: U.S. Centers for Disease Control)





SOCIAL WELL-BEING RACISM AS A PROBLEM

(Source: CityStats survey)

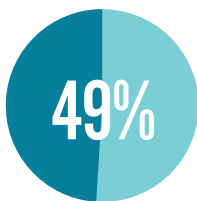


Over the seven years of this project, this statistic has been about the same, an indication that we are not making progress on the problem of racism. In 2015, on a scale of 1 to 5, where 1 is “no problem” and 5 is a “big problem,” people rate racism at **3.4**.

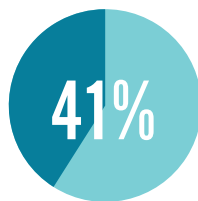
“Racism as a Problem” by demographics

(The percentages below reflect the sums of those choosing “4” and “5,” where “5” is a “big problem.”)

Gender

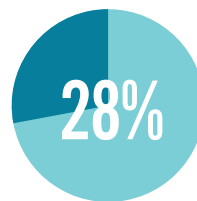


WOMEN

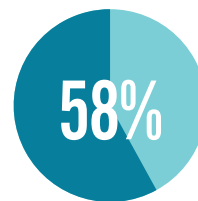


MEN

Race

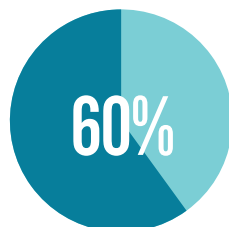


WHITE

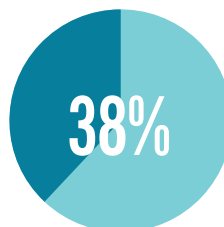


BLACK

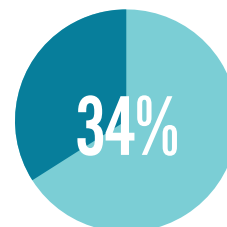
Political Party



DEMOCRATS



INDEPENDENTS

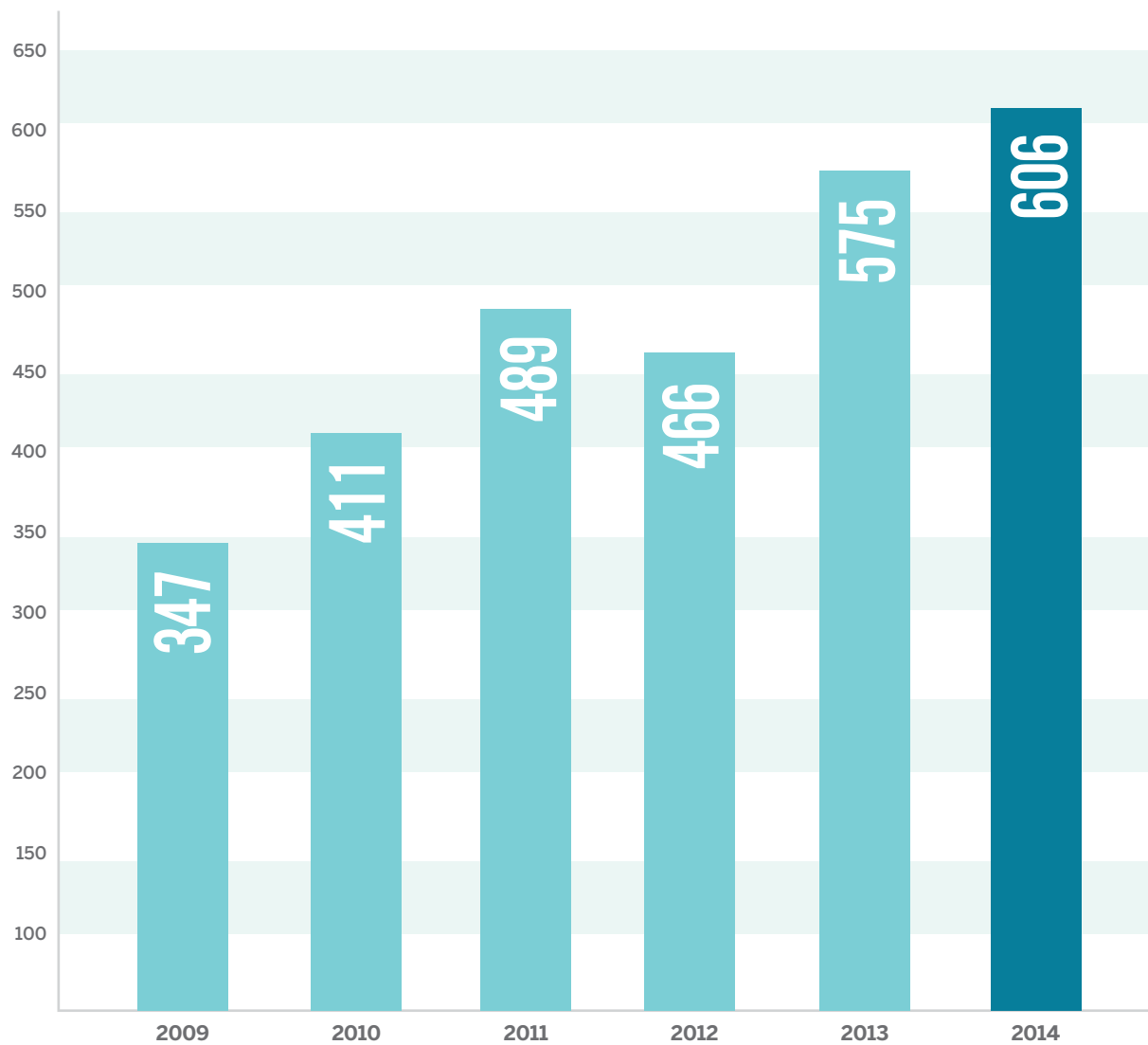


REPUBLICANS



SOCIAL WELL-BEING CHILD ABUSE

Reported Incidents of Child Abuse (Source: Louisiana Department of Children and Family Services)





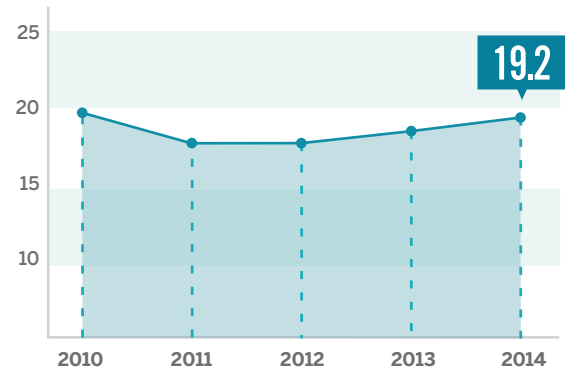
SOCIAL WELL-BEING POVERTY

(Source: U.S. Census Bureau)

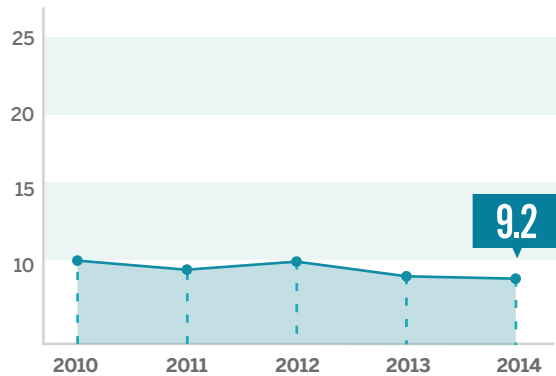
Poverty is the cause of many troubles in East Baton Rouge. For instance, children who grow up in poverty don't do as well in school. Poor people suffer from more health problems than the general population. Poor teens have more children, which reduces their chances of building wealth that can be transferred to the next generation. In EBR, poverty grew across almost all demographics in 2014. Twenty-seven percent of children are poor, the highest rate in six years.

(Source: U.S. Bureau of Labor Statistics)

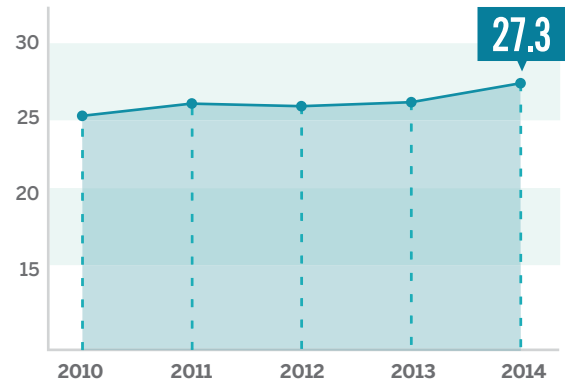
Poverty Rate (All People)



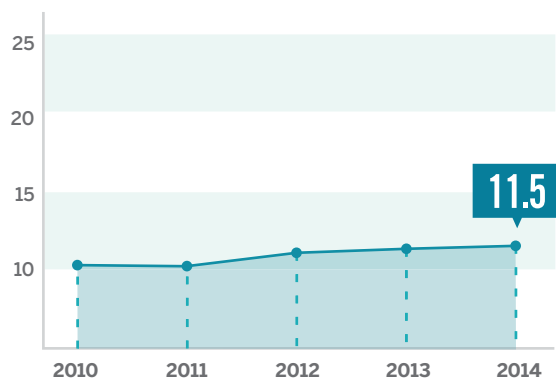
Seniors (65+)



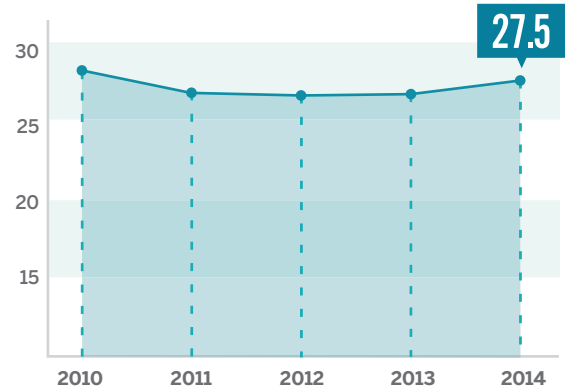
Children (Under 18)



White



African American



KEY QUESTIONS

Why an indicators project?

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

Why only East Baton Rouge Parish?

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

What factors are important to know?

The data provide only numerical indicators of the quality of life. Some important dimensions of the quality of life are not included because quantitative indicators are not available.

The indicators do not, by themselves, explain why trends move as they do or what should be done to make improvements. They provide the information needed to generate those conversations and encourage community involvement in improving trends.

For more information about the indicators, please contact the Baton Rouge Area Foundation at (225) 387-6126 or email mverma@braf.org.

What are quality-of-life indicators?

Indicators are quantitative measures of the quality of community life. Indicators that are meaningful and useful reflect a combination of idealism (what we would like to measure) and pragmatism (what we are able to measure).

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

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

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

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

Much of the data are obtained from the records and documents of various public and private organizations. We have provided the most updated data for each indicator as of June 2015, when this report was going to press. An annual opinion survey provides the remaining data. This random telephone survey was conducted for the project by the LSU Public Policy Research Lab. The survey measures citizen opinions and reported behaviors on various quality of life questions. The survey is representative of East Baton Rouge Parish.

The sample for this year's survey is 364 land lines and 161 cell phones for a total of 525. The margin of error is plus or minus 4.3%. The poll was in the field May 4 to May 18, 2015.

What are the criteria for choosing the indicators?

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

Purpose: The indicator is both meaningful (it provides information valuable for community members to understanding important aspects of their quality of life) and useful (it offers a sense of direction for additional research, planning and action toward positive community changes and a means of assessing progress toward these desired changes).

Importance: The indicator measures an aspect of the quality of life that a diverse group of people in the community would agree is important in relation to the priorities in the community's shared vision or goals.

Validity and accuracy: If the indicator trend line moves upward or downward, a diverse group of people in the community would agree on whether the quality of life is improving or declining.

Relevance: The indicator measures an aspect of the community's quality of life that the community can improve through public decision making and action at the community level.

Responsiveness: The indicator trend line responds relatively quickly and noticeably to real changes in the quality of life.

Anticipation: The indicator anticipates future trends rather than reacting to past trends. A "leading" indicator is generally more useful than a "lagging" indicator because it allows a proactive response.

Understandability: The indicator measures an aspect of the community's quality of life in a way that most citizens can easily understand and interpret in relation to their own lives.

Availability and timeliness: Data for the indicator are readily available and affordably accessible on an annual basis from a credible public or private source.

Stability and reliability: Data for the indicators are collected, compiled and calculated in the same way each year.

Asset orientation: Where possible, the indicator measures a positive aspect of the community's quality of life (to focus on community assets) and a trend line increase clearly denotes an improvement in the quality of life.

INDICATORS INDEX

CULTURE AND RECREATION

Total Attendance at Cultural Facilities

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

Attendance at Cultural Events

Percent in CityStats poll that say they have attended, in the previous 12 months, Live After Five, FestForAll, Mardi Gras parade, Baton Rouge Blues Festival, college sporting event. The question is asked for each category.

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.

BREC Park Acreage

Number of acres owned by the parks system.

ECONOMY

EBR Net Job Growth

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

Net Migration

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

EBR Unemployment Rate

Percent of people looking for work at year-end

Residential Building Permits

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

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.

Adjudicated Properties

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

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.

Cohort 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 leaving the parish.

ENVIRONMENT

Belief in Global Warming

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

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 Environmental Protection Agency.

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

At-Large Council Members

In our poll, support or opposition to adding at-large council members to EBR Metro Council

Political Ideology

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

Political Influence

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

Pace of Progress

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

Satisfaction with Current Neighborhood

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

Perception of Government Services

On a 5-point scale in the CityStats survey, East Baton Rouge residents graded the service provided by the following government agencies: fire department, EBR library system, BREC (parks system), Baton Rouge Police and EBR Sheriff together, Department of Public Works, East Baton Rouge Public School System

Marijuana for Medical Use

From the poll, level of support or opposition to legalizing marijuana for medical use.

Legalizing Marijuana

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

Legalizing Marijuana Eventually

From our poll, the belief—or not—that marijuana will one day be legal in Louisiana.

Decriminalizing Marijuana

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

HEALTH

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.

Mortality Rates

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

INFRASTRUCTURE

Airport Use

Number of passengers to and from Baton Rouge Metro Airport.

Bus Ridership

Weekly ridership on Capital Area Transit System buses.

EBR Gasoline Tax

In the CityStats survey, we asked whether people would vote for a local gasoline tax for roads, transportation.

Bike Trails

Miles of bike trails

Bike to Work

In our survey, the percentage who would consider riding to work if the parish had more bike paths and trails.

Bike Share

Bike Share – In the CityStats poll, we asked people if they would use bike share. For those who said yes, we asked how they would use bike share and whether they would rent bikes from these locations – City Park, LSU, downtown, Mid City, the lakes, Our Lady of the Lake Regional Medical Center.

Car Share

In the CityStats survey, the percentage who would use car share services and the percentage who might give up their cars if the service was available.

PUBLIC SAFETY

Concern About Criminal Activity Versus a Year Ago

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

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 LSU, Southern, Baker, Zachary and Baton Rouge police departments and the sheriff's office.

Nonviolent Crimes

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

Total Crimes

The sum of violent and non-violent crimes.

Number of Traffic Accidents in EBR

Number of traffic accident deaths in EBR

SOCIAL WELL-BEING

Mental Health Treatment Center

In CityStats survey, the percentage who support or oppose local government building and operating a mental health treatment center.

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.

Racism as a Problem

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

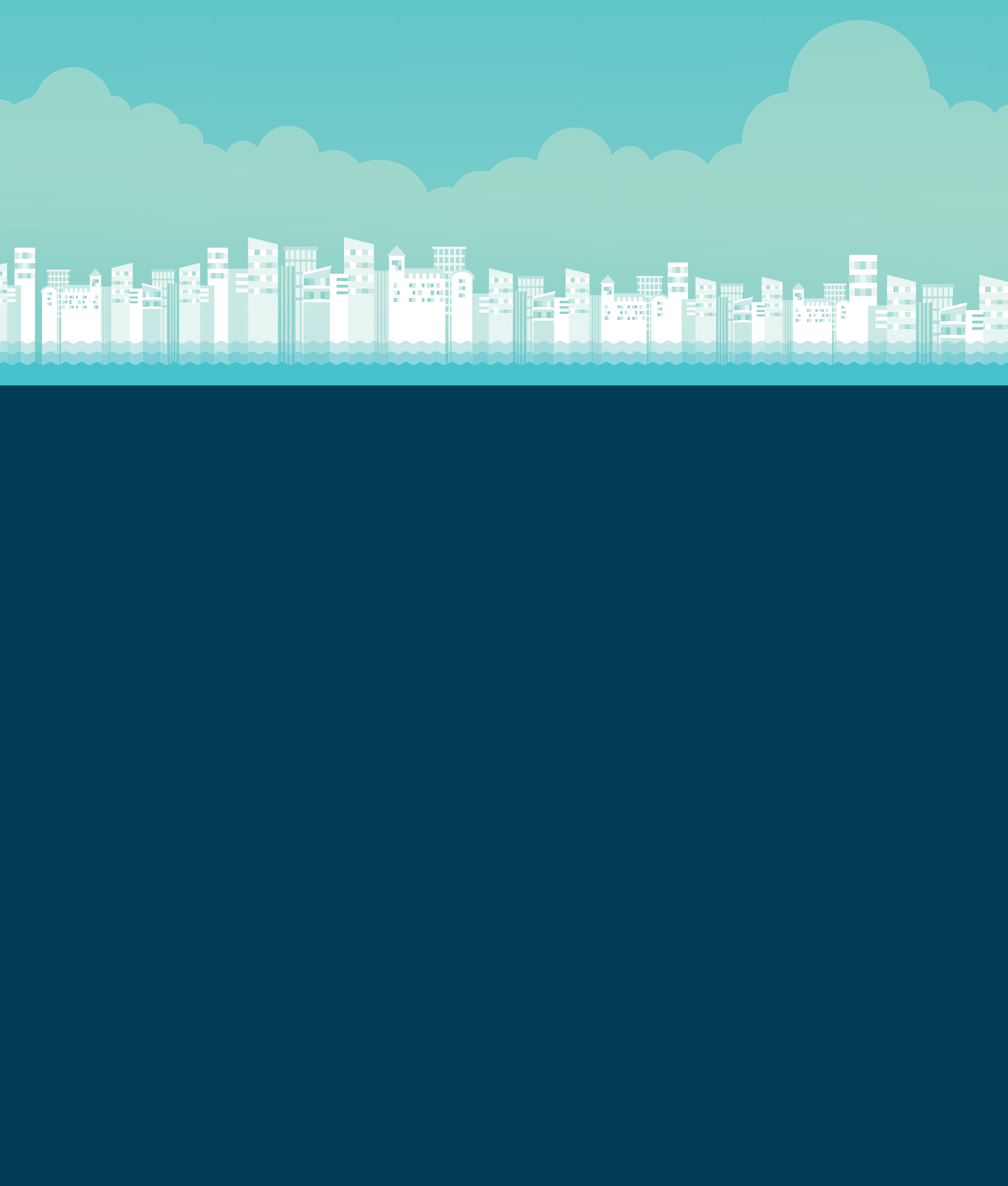
Poverty Rates

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

Incidents of Child Abuse

Child abuse incidents reported to authorities.





UNDERWRITTEN BY THE
NEWTON B. THOMAS SUPPORT FOUNDATION
OF THE

*Baton Rouge
Area Foundation*

