

City of New Roads, LA

New Roads Community Assessment Report

Prepared for
Mayor Tommy Nelson and
New Roads City Council

Prepared by
Co-chairs of LED Pilot Ready Communities Project
Scot Byrd, Director of Economic Development
And
Richard Macy, owner Macy Financial Services

August 16, 2010

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Mr. Tommy Nelson, Mayor
Members of New Roads City Council
P.O. Box 280
New Roads, LA 70760

Dear Mayor and Councilmembers:

Here is the report that summarizes the results of our community assessment. This is the first part of the LED Pilot Communities project. Using the results of this assessment, we will now begin working on developing a strategic plan to guide the City of New Roads in its economic development efforts over the next five to ten years.

My Co-chair, Richard Macy, and I wish to express our thanks to you as mayor, all of the citizens of New Roads, the members of the city council, the chairs and members of the steering committees, the leadership at Louisiana Economic Development, and business leaders who contributed to this report.

We will be conducting strategic planning webinars the week of August 23rd and invite your staff and councilmembers to participate.

Sincerely,

Scot Byrd
Director of Economic Development

Table of Contents

	Page
Letter to Mayor and City Council	ii
I. <u>Executive Summary</u>	1
II. <u>Community Facilities Survey</u>	6
III. <u>Quality of Life Assessment</u>	8
A. Service Organizations in New Roads	8
B. Housing	8
C. Communications	10
IV <u>Education Survey</u>	11
A. Inventory of education programs	11
B. Assessment of facility adequacy	12
C. Assessment of supporting facilities	13
D. Assessment of preschool and daycare programs	15
E. Assessment of science, math, & tech programs	15
F. Assessment of tutoring programs	16
G. After school classes & programs	16
H. School program data	17
V. <u>Government Organization</u>	23
VI. <u>Summary of Survey Results</u>	24
Appendix	
A. Summary of Town Hall Meetings	26
B. Site Location Consultant's Report	29
C. Survey Data	33
1. Business survey	33
2. Community survey	41

New Roads Community Assessment Report

LED Development Ready Community Project

August 16, 2010

Executive Summary

This information in the community assessment was derived from four sources:

1. A professional assessment from a business location consultant.
2. Surveys from the local community and businesses.
3. Town Hall meetings from the community and business people.
4. Input from members of the steering committee

New Roads' strengths are its scenic appearance and quality of life, proximity to Baton Rouge (the state's capitol and largest city), development of a new bridge and transportation corridor, availability of land for development around that corridor, costs of wages, costs of land, low taxes, affordable utilities, satisfactory police and fire protection, and local technical college.

New Roads' greatest weaknesses are poor educational outcomes and the impact therefore on availability of a quality labor workforce, out migration of younger workers, inadequate access to high speed internet services, lack of hotel space with conference and meeting rooms, lack of industrial and office spaces, lack of diversity in recreational activities, insufficient municipal vision and long range planning, inadequate funding of government to support needed services, minimal supply of quality jobs, improperly maintained roads, lack of public transportation, and lack of funding to support tourism and economic development.

City of New Roads Summary Profile Information

Population, Labor:

- 2000 Census New Roads Population 4966¹
45% male, 55% female 70% black, 30% white
- Parish civilian workforce (April 2010) - 9,107, unemployment rate 6.5%²
- Median age, 37.8
- Parish median household income (2008): \$39,379¹
- Major industries by employment: Energy, education, health care, retail trade.²
- Parish 9107 Baton Rouge MSA 358,780 Louisiana 1,958,594

City of New Roads Summary:

New Roads, Louisiana is the parish seat and largest municipality in Pointe Coupee parish. It is located approximately 35 minutes northwest of the regional airport in Baton Rouge, the state capitol. New Roads is home to an award winning general aviation airport with a 5,000 foot runway, a beautiful 22 mile oxbow recreational lake, a local technical college that provides workforce training solutions, and a new transportation corridor created by the Audubon Bridge spanning the Mississippi River (located within 10 miles of the city). New Roads is located in Pointe Coupee parish, which is home to several industries, such as plastics production, oil production, animal feed products, industrial vacuums, lightweight aggregates, and substantial agricultural production (particularly cotton, sugarcane, and pecans). Pointe Coupee parish has a shallow water port on the Mississippi and a major switching yard with Union Pacific railroad. It has service from both Union Pacific and Kansas City Southern railroads. New Roads population has remained fairly steady since the 2000 census, having increased slightly and currently estimated at about 5210.

Education

- 4 High Schools

Pointe Coupee Central High	Average ACT Score (2009), 16.1 ³
Catholic High School of Pointe Coupee	Average ACT Score (2010), 22
False River Academy	Average ACT Score (2009), 21.6
Livonia High School	Average ACT Score (2009), 18
- Louisiana Technical College Average enrollment 380 55 graduates per semester

The technical college is a working partner with Louisiana Economic Development to help provide workforce solutions to new and existing businesses.

- Louisiana's flagship university, LSU is located within 40 minutes in Baton Rouge
- Southern University is located within 30 minutes in Baton Rouge

¹ Source – US Census

² Source – Louisiana Workforce Commission

³ Source – Louisiana Department of Education

Business Highlights

New Roads announced the retention and expansion of local hunting supply manufacturer, Wildgame Innovations in 2009, due to a cooperative endeavor agreement between the company, the city of New Roads, and parish government.

2010 is the 100 year anniversary of New Roads agricultural products distributor Bergeron's Pecans.

New Roads newest shopping plaza, developed in 2007, became fully leased and occupied in 2010.

New Roads had three big ticket retailers close their doors in 2009, Quality Chevrolet, Olinde Furniture, and False River Motor Sports.

Top Ten Private Industry Employers

NRG, Inc.	330	Winn-Dixie	101
Wal-Mart	220	Guaranty Bank	45
Pointe Coupee Hospital	185	McDonald's of New Roads	44
Lakeview Manor Nursing Home	130	Pointe Coupee Electric	43
Wildgame Innovations	110	Dairy Queen	38

Transportation

Roadways

La Hwy 1 9,000+ cars per day
La Hwy 10 9,000+ cars per day
Audubon Mississippi River Bridge

Freight/Rail

Kansas City Southern Railroad
No truck terminal facilities available

Air

False River Airport located within New Roads (general aviation)
Baton Rouge Metro within 35 minutes (commercial)

Navigable Waterways/Ports

Pointe Coupee Parish Port (shallow draft on Mississippi River) 15 miles
Port of Greater Baton Rouge (deep draft, Foreign Trade Zone) 39 miles

Distance to Major Cities

Baton Rouge 35 New Orleans 120 Houston 290 Dallas 387 Memphis 382
Atlanta 563

Taxes

Property tax

No state property tax.

Improvements to industrial property 15% FMV. Land 10% FMV.

Millage 5.30

Residences are assessed at 10% FMV, exemption of first \$75,000.

Sales tax is 9%.

No local income tax.

State income tax 4% income less than \$50,000. 6% higher than \$50,000.

State corporate income tax – 5% over \$25K, 6% over \$50K

Incentives

State Incentives

Quality Jobs – 6% rebate annual payroll up to 10 years

Industrial Tax Exemption – 100% exemption from property tax for certain manufacturers

Enterprise Zone - \$2,500 tax credit per new job

Research & Development Tax Credit – 40% R&D rebate

Modernization Tax Credit – 5% refundable credit for upgrading facilities

Digital Media – 25% credit for production, 35% credit for labor

Local Incentive

Varies, depending on capital investment and number of jobs created

Utilities

Electricity

City of New Roads

Pointe Coupee Electric Membership Corp 8.5/kwh

Water & Sewer

City of New Roads

Telecommunications

AT&T – Phone and Broadband

Charter Cable – Broadband

Government

Mayor – Tommy Nelson, cellphone 225-718-1826

Parish Administrator – Jimmy Bello, cellphone 225-718-5172

Department Public Works – Allen Bourgeois, cellphone 225-240-0811

Director of Economic Development – Scot Byrd, cellphone 225-240-2280

Medical Services

Pointe Coupee General Hospital, located in New Roads
Baton Rouge General, located in Baton Rouge
Our Lady of the Lake Regional Medical, located in Baton Rouge
Woman's Hospital, located in Baton Rouge

Quality of Life

Average Temperature	Jan	58	July	91
Average rainfall	61.1 inches			
Cost of Living Index	100.0			

Recreation – golf, sailing, fishing, hunting, camping, water skiing
Community Events – Mardi Gras, Triathlon, Spring Street Fair, Live Music on Main, False River Boat Parade, Taste of Pointe Coupee, Halloween on Main, Christmas Parade, Julian Poydras Museum and Arts Council Music Series

Community Facilities

Scott Civic Center
Pointe Coupee Parks and Recreational Center
Julian Poydras Museum and Cultural Arts Center
Cottonport Community Center
Centre for the Arts
New Roads Multi-Use Center

Sites and Buildings

- 1112 acre industrial Site along Mississippi River
- 69,000 SF office/warehouse
- 25,000 SF Retail (former Olinde Furniture Store)
- 13,000 SF Retail (former Piggly Wiggly Store)
- 12,000 SF Metal Building – warehouse/hanger
- 350 acre site – no zoning – Jarreau, LA
- 10 acre commercial site Hospital Road in New Roads
- 5 acre commercial site Hospital Road in New Roads
- 1800 SF Retail for lease New Roads
- 1600 SF retail for lease New Roads
- 1400 SF retail for lease New Roads

www.pcchamber.org/economicdevelopment

COMMUNITY FACILITIES SURVEY

Sanitation services provided by the City

- Animal control/removal-City has a full time employee to pick stray animals.
- Mosquito control-City has a truck that sprays all of the city
- Litter/Blowing trash control-City maintenance workers perform this function.
- Trash removal-Contract pickup on Thursday of each week.
- Recycling programs-None

Capacities of sewer system

- City and sewer districts- City is completely covered by its systems and a sewerage district. The city currently has 14 lift stations and a treatment pond that processes sewerage and sends it to the Mississippi River. There is a current grant of \$490,000.00 to upgrade the treatment plant. All lift stations have been upgraded or in the process of being upgraded.
- No issues
- City is in compliance with state and federal guidelines
- Treatment plant meets all standards
- All lift stations are in operation

Capacities of the solid waste program

- Trash pickup-City wide weekly
- Garbage Pickup-City wide two times weekly
- Tree removal –Only when the tree interferes with a power line

Capability of the water system

- Capacity in pressure-Maintained by 4 pumps and 4 towers
- Areas of coverage-All of city and an extra 16 miles in and around the city.
- Number of wells-4
- Flow/press rates-60-80 PSI
- Emergency power for wells-All wells have emergency generators

- All systems in good working order
- In emergency, 4 towers provide approximately 4 million gallons of emergency water if all power is lost.

Capability of electrical system

- Max load-11.9 megawatts
- Emergency back up
 - City Power plant-City has a diesel fired power plant that can generate 6.5 megawatts in an emergency. By rolling the power through 8 circuits all citizens can have power supplied each 24 hour period to prevent loss of food and other refrigerated items.
 - Pointe Coupee Electric-Supplies service to approximately 20 % of the city.
 - Entergy-power for approximately 5 % of the city

Capacity of natural gas system

- Residential-Capability to handle all developments in the city
- Commercial-Capability to handle large industry.
- Emergency backup-Gas lines connect to national gas companies.

The city is in compliance with state and federal regulations

- Water purification-Yes
- Sewerage system-Yes

Specific information on certain sites.

- Sewerage- Is available at all commercial sites within the city limits
- Water-Is available within the City and all sites along the Bridge route.
- Electricity-Is available at all sites in and around the city.

QUALITY OF LIFE

SERVICE ORGANIZATIONS AND CHURCHES ACTIVE IN THE CITY OF NEW ROADS

1. NEW ROADS LIONS CLUB
2. ROTARY CLUB OF NEW ROADS
3. KIWANIS CLUB
4. COUNCIL ON AGING
5. HOPE MINISTRIES
6. FEMA
7. FOOD PANTRY
8. AMERICAN LEGION
9. VFW
10. KNIGHTS OF COLUMBUS
11. FIRST BAPTIST CHURCH
12. ST AUGUSTINE CATHOLIC CHURCH
13. ST MARY'S CATHOLIC CHURCH
14. DISCIPLES OF CHRIST WORSHIP CENTER
15. ST PAUL'S HOLY TRINITY EPISCOPAL
16. FIRST METHODIST CHURCH
17. JERUSALEM FULL GOSPEL CHURCH
18. NEW LIFE WORSHIP CENTER
19. HOLY CHURCH OF GOD IN CHRIST
20. COMMUNITY CARNIVAL CLUB
21. TEAM CITY
22. MAIN STREET PROGRAM
23. GREATER POINTE COUPEE CHAMBER OF COMMERCE
24. KNIGHTS OF PETER CLAVER
25. THE AMERICAN CANCER SOCIETY
26. THE AMERICAN HEART ASSOCIATION
27. THE AMERICAN RED CROSS
28. CAPITAL AREA UNITED WAY
29. BACH CLINIC AFTER HOURS
30. ZACHARY TAYLOR PARKWAY ASSOCIATION

HOUSING

In the city limits of New Roads area two local real estate brokerages. There are also several local agents working from neighboring communities and Baton Rouge. Most of the agencies / agents are designated Realtors which have a cooperative agreement with other firms through their local, state and national associations. Members of the Greater Baton Rouge association of Realtors (local assoc.) have access to the Multiple Listing Services which is a database of properties currently for sale and many of the Realtor's individual sites are linked to this service. The two local firms handle sales of residential, commercial, land, and some rental properties.

New Roads has several small apartment complexes which rent at fair market. Currently there is higher demand for these units than capacity. There are also individuals and companies that rent homes on an open market.

City Hall provides a listing of homes and apartments owned individually or corporately which are available as Section 8 subsidized housing. Section 8 homes are available to low income individuals and families and have a subsidy rate based on the homes bedroom count and the renters income level.

New Roads Housing authority is a HUD funded program which provides multifamily housing at reduced rental amounts based on number of bedrooms. The complex has X units ranging from one to four bedrooms.

New Roads has two local banks with main branches located in the city limits. Additionally, there are three branch offices of larger financial institutions. Most offer long-term financing products and underwrite Freddie Mac, Fannie Mae, FHA, Rural Development and bond loans. Other products for home based loans include interim financing (bridge loans), adjustable rate mortgages, fixed rate non-conforming, conventional, balloon notes, interest only, construction, land/lot, and commercial.

First-time homebuyers can get information about low down payment loans from the city's financial institutions. Rural Development (administered through USDA) has a local office which operates on a limited schedule. LSU also has a first-time buyer presentation that is presented locally at certain intervals. Real estate companies can also provide information for the new buyer.

New Roads does not currently have a homeless shelter. Many of the local churches, non-profits and the Red Cross provide hardship assistance for specific catastrophic home loss. The Civic Center was utilized as a shelter during for evacuees during Hurricane Katrina and as a local shelter for Hurricane Gustav.

New Roads has adequate housing at all levels. The largest deficiency is moderate, newer homes. Due to subdivision restrictions and contractor design, there have been very few 1400 – 1600 square foot homes built in the last decade.

Rentals are also scarce in the community. There are a few small apartment complexes which have very low vacancy rates. Individual lessors fill some of the gap but there is generally more demand than supply.

New construction and development has centered around Major Plantation with the extension of Gretchen Street and Gisele Street and the development of Sugar Fields. Property density in the city limits is high except for the remainder of this farmland. Other new construction by individuals is limited to the availability of vacant lots within the city.

There are two nursing homes in New Roads, one recently constructed. Currently, no assisted living is available. Developers have discussed the need for an assisted living complex but have yet to build one. There is also a subsidized apartment complex for the elderly within the city.

Vacant and boarded properties are not common in the city. However, dilapidated structures are prevalent on some streets in the community. A city inspector is utilized in inspecting these homes only when utilities are transferred.

COMMUNICATION

Town Meetings are conducted by the mayor on a monthly basis. The city council meets twice each month. Civic organizations are able to use the library meeting rooms and the Cottonport Community Center without charge to hold meetings. Telephone service is provided by AT&T exclusively. They are the predominate carrier in cellular service as well.

There is only one local radio station, KCLF 1500 AM. There are no local television stations. The closest local broadcast is from Baton Rouge.

Cable television is provided by Charter Communications. There is a local channel provided, Cable Channel 8.

The local newspaper is *The Pointe Coupee Banner*. It also has a digital edition, www.pointecoupeebanner.com

Internet is provided by Charter Communications and AT&T.

EDUCATION SURVEY

- A. Inventory of all educational facilities and programs in the community
Rosenwald Elementary School

Head Start and Pre-Kindergarten

Gymnasium

Library

Rougon Elementary and Valverda Elementary Schools – serve children from the New Roads area through Majority to Minority transfer required by the Boyd versus the Pointe Coupee Parish School Board Desegregation Case.

Head Start and Pre - Kindergarten

Gymnasium

Library

Livonia High School

Gymnasium

Library

Jobs for Americas Graduates Site

Dual Enrollment with LTC Jumonville, McNeese University and LA Tech University
Football, Baseball and Softball Fields

21st Century Community Learning Centers at Rosenwald Elementary, Valverda Elementary and Livonia High School provide after school and summer remediation, enrichment and credit recovery. Rougon Elementary participates in the summer program only.

Pointe Coupee Parish School Based Health Clinic – Serves Rosenwald Elementary, Pointe Coupee Central High School, and Upper Pointe Coupee Elementary

Dental Health Van that provides dental services to students at Rosenwald Elementary and all schools in the district.

A-HEC (Area Health Education Center) Summer Program – Funded for parish students through Carl Perkins Allocation

Pointe Coupee Central High School (Operated by Advance Baton Rouge)

Non-public schools:

Catholic Interparochial School of Pointe Coupee (CISPC)

False River Academy

Capital Area Technical College- Jumonville Campus

GED Programs

Pointe Coupee Parish Public Library

Pointe Coupee Parish Extension Service

4-H Programs

Master Gardeners School Outreach Programs

Pointe Coupee Parish Parks & Recreation Programs

Pointe Coupee Parish Sheriff's Office Programs: DARE, Hunter & Boat Safety Programs

AHEC

Centre for the Arts

JPMAC's Learning Life Lessons Through the Arts, school outreach programs

13 DayCare Programs

- B. Using population projections, an analysis of adequacy of facilities now and for the future:

Capital Area Technical College: adequate now but additional facilities are needed in order to expand program offerings. Night classes are an option until additional facilities are available

CISPC: adequate now but there is a need for expanded facilities if numbers continue to grow

FRA: adequate

Rosenwald Elementary may be adequate.

Rougon Elementary is currently at capacity.

Livonia High School is crowded. Through the Quality Construction School Bonds loan program we are currently constructing new classroom and restroom facilities on this campus.

Pointe Coupee Central High School – currently in the State School Recovery District could be a facility for future population growth.

C. Are your facilities adequately equipped with:

1. Library services, materials, books, etc. All responded "yes"

Public school response:

Library services, materials, books, etc. – We have adequate library services with a library and librarian on each campus. We also have access to public branch libraries that are located very near the campuses of Rougon Elementary and Livonia High School. Rosenwald Elementary has access to the main library. We need to upgrade our libraries and never have enough books or the newest technology in all libraries.

2. Science and computer labs All responded "yes"

Public school response:

Science and computer labs – Adequate facility at the high school level. We do not have science labs at the elementary level. We could use additional science materials and supplies.

3. Auditorium, theater, and assembly areas

Capital Area Technical College No; assembly area needed

CISPC Utilizes school gym and parish hall; also accesses Scott Civic Center and auditorium at Poydras Center

FRA Facilities are available if / when needed

Pointe Coupee Central Gym

Public School Response:

Auditoriums, theater, and assembly areas – Our only assembly areas are our gyms or cafeterias. We are currently air-conditioning the gymnasiums at Rosenwald Elementary and Rougon Elementary to make them more user friendly for activities other than seasonal basketball and physical education classes. We have access to the JPMAC auditorium/theater and the Scott Civic Center at a fee.

4. Current computers (no more than 3 years old) CISPC & FRA indicated "yes"; Technical College reported "98" Pointe Coupee Central indicated 30

Public school response:

Current Computers (no more than 3 years old) - 480 PC's purchased in the last 3 years, two mobile laptop units at Livonia, 95 NEO 2s at Rougon Elementary

What is the ratio of computers to students?

Capital Area Technical College 1:1

CISPC 3:1 (students: computers)

FRA 5:1

Pointe Coupee Central: 1 to 4

Public school response: 1 computer for every 3 students

5. Visual aid & sound equipment:

Capital Area Technical College projectors, DVDs

CISPC good, current; Promethean

FRA "yes"; white boards / Smart boards

Pointe Coupee Central Some

Public school response:

Visual aid and sound equipment - Projectors, Smart Boards, televisions, overhead projectors, ELMO's, Public Address systems

6. School sponsored music and art programs

Capital Area Technical College Not applicable

CISPC art classes provided; no music provided; promote city programs: CFTA & JPMAC

FRA None

Pointe Coupee Central Yes

Public school response:

School sponsored music and arts programs – Rosenwald Elementary – Choir and Arts and Crafts, Rougon Elementary- Arts and Crafts, Livonia High School – Choir, Art

classes. Sometimes opportunities for enrichment in the arts are available for our students through JPMAC. The 21st Century Community Learning Centers provided choir, art, arts and crafts, and dance for its participants.

7. School sponsored sports program

Capital Area Technical College Not applicable; previously had basketball team

CISPC Yes

FRA Yes

Pointe Coupee Central Yes

Public school system:

School sponsored sports programs – Livonia High School – football, baseball, softball, basketball, volleyball, track – Rosenwald Elementary – sports activities through physical education and Pointe Coupee Recreation. Rougon Elementary – sports activities through physical education and Jr. High basketball and track.

- D. Please list the types of licensed preschool and day care programs that are available that you are aware of Abundantly Blessed Childcare Center
Catholic Interparochial School of Pointe Coupee

Christian Women Caring for Children

Community Care Outreach Center

Creative Steps Child Development Center

False River Academy Children’s Center

Happy Hearts Learning Center

Kid “D” Land Daycare Learning Center

Little House Preschool and Childcare

Rosenwald Elementary Head Start

Rougon Elementary Head Start

Parish public schools:

Please list the types and locations of licensed preschool and day care programs that are available that you are aware of – Head Start (a licensed Class A daycare) for 3 and 4 year-old children at all elementary schools, universal pre-k at all elementary schools for 4 and 5 year- old children.

- E. What programs are in place to promote science, math and technology courses?
AHEC, Day with Doctors, AMPS – NRG, 4-H Programs, Math and science labs, technical school course offerings (health/science classes, remedial math and business math), Louisiana Virtual School Classes, Pointe Coupee Electric math / science awards, District and Sate Literary Rallies,

College Career Days, Science fairs, STEM, Robotics, parish technology grants, field trips to Southern and OLOL Nursing Schools

Pointe Coupee Central offers honors and AP classes for math and science via Louisiana Virtual Schools. In addition, technology courses are offered at PCCHS and Jumonville Technical College.

Parish public schools:

A-HEC of a Summer, Parish College Career Day, Pointe Coupee Electric Science and Math Recognition, AMPS Mentoring program through NRG, Inc., Literary Rally, Virtual School, online credit recovery courses, Certified Nursing Assistant, Pharmacy Technician, STEEP, business computer/technology courses, science and math courses, and dual enrollment science and math courses. Discovery Science software, Accelerated Math and computer labs in elementary schools emphasize science and math.

F. What programs are in place to provide tutoring?

21st Century After School Programs, on-line services promoted by LA DOE through the state library, GED programs, Pointe Coupee Enrichment, CCOC, math lab at CISPC (2010-11)

Pointe Coupee Central indicates that there are built-in tutoring blocks called "Flex block." In addition to this, teachers stay after school and meet students in the community to provide tutoring to them.

Parish public schools :

State provided online tutoring – EAGLE, Credit Recovery – PLATO, Learning, Inc., Voyager Expanded Learning, various research based computer Programs that are used for tutoring in English Language Arts and Math. The 21st Century Community Learning Centers provides after school and summer tutoring by certified teachers.

G. Please list the types and locations of after school care classes / programs that you are aware of

After School Care at FRA

Centre for the Arts in New Roads (enrichment programs)

Hornet Haven at CISPC

TANIF at Valverde Elementary (enrichment and homework help)

www.HomeworkLa.org

Transportation is sent from Ms. Dolly's Enrichment and Rev. Jackson's church for free enrichment/after care services for students from Pointe Coupee Central.

Parish Public schools:

21st Century Community Learning Centers at Rosenwald Elementary and Livonia High School providing after school and summer learning opportunities and Rougon Elementary providing a summer program.

H. School Data

(No school data supplied for Pointe Coupee Central)

1. Student / teacher ratio

PreK FRA 9:1 (2 teachers, 2 aides)

K-4 FRA 21:1 (16:1 with aides)

5-12 FRA 18:1

Parish public schools: PreK: 18 to 2

K-4 20 to 1

5-12 22 to 1

2. Type of accreditation

Capital Area Technical College Council on Occupational Education (COE)

CISPC LA DOE ; SACS

FRA BESE Approved

Parish public schools:

Accredited by the State of Louisiana

Southern Association of Colleges and Schools

3. Average ACT / SAT scores

CISPC 22

FRA 23 (core students)

Parish public schools: 18

4. Comparison of these scores vs. regional and national averages

School CISPC 22 ; FRA 23; Livonia 18

State of LA 20

National 21

5. Average LEAP Score / other (Public schools data attached)

4th grade CISPC & FRA Not applicable

8th grade CISPC & FRA Not applicable

6. Average iLEAP Score / other (Public schools data attached)

4th grade CISPC & FRA Not applicable

8th grade CISPC & FRA Not applicable

7. Average LEAP and iLEAP Scores compared to state averages (Public schools data attached)

	School	State
English	<u>CISPC & FRA NA</u>	
Math	<u>CISPC & FRA NA</u>	
Science	<u>CISPC & FRA NA</u>	
Social Studies	<u>CISPC & FRA NA</u>	

8. Seniors passing the exit exam

Numbers CISPC & FRA NA ; Public school: 98

% CISPC & FRA NA ; Public school 98

Average score CISPC & FRA NA ; Public school Basic

9. Number of graduating seniors going to a 4 year or 2 year college

CISPC 51/52 (2009-10)

FR A 97-100% (2010)

Public school 2 yrs. 30 4 yr. 47

10. Amount of scholarship grant dollars attained for higher education

CISPC \$826,500 accepted; \$946,500 offered

FRA \$700,000

Public school &242,750

Amount of TOPS dollars received or eligible for TOPS - 23% of seniors eligible

\$2,600.00 to \$3,000.00 per student per year for tuition only

2 students should receive an additional award of about \$500.00 due to scores above 25 on the ACT

Please list attributes of your school not covered by the preceding questions.

Capital Area Technical College: There are grant programs available to increase programs offered as long as there is a demand for the classes and potential jobs for those who complete the programs. There are also opportunities to work with high schools. Training is provided for students at Livonia and Pointe Coupee Central.

Training could be expanded at both high schools if funding were available.

CISPC: Faith based religion classes are offered daily. Safe, secure environment; 98% of 2010 graduates are going on to colleges of their choice; quality instruction supportive of LA Core 4 curriculum and TOPS curriculum

Public school system:

Dual Enrollment at LTC Jumonville, McNeese State University and Louisiana Tech University

Distance Learning offering 24 hours of college credit – math, psychology, sociology, English and American History - All dual enrollment courses are free to the students.

5, 6, 7

2010 Spring iLEAP Scores
3rd Grade
All Testers

3th Grade-All Testers	Basic and Above ELA	Basic and Above Math	Basic and Above Science	Basic and Above Social Studies
Louisiana State Wide	67%	67%	63%	66%
Valverda Elementary	77%	62%	63%	74%
RES	48%	29%	22%	27%
Rougon Elementary	78%	80%	66%	76%
PCP Districtwide	62%	49%	45%	53%

 At or Above State Avg.

African American students may attend Valverda Elementary or Rougon Elementary using a Majority to Minority (M-to-M) transfer request according to the desegregation court order.

2010 Spring LEAP Scores
4th Grade
All Testers

4th Grade-All Testers	Basic and Above ELA	Basic and Above Math	Basic and Above Science	Basic and Above Social Studies
Louisiana State Wide	68%	69%	62%	67%
Valverda Elementary	83%	87%	86%	78%
RES	47%	48%	30%	32%
Rougon Elementary	62%	61%	61%	58%
PCP Districtwide	60%	62%	55%	54%
At or Above State Avg.				

African American students may attend Valverda Elementary or Rougon Elementary using a Majority to Minority (M-to-M) transfer request according to the desegregation court order.

Passing Standard AB/B Combo 4th grade-All Testers	Statewide 74%	Districtwide 67%
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2010 Spring iLEAP Scores
5th Grade
All Testers

5th Grade-All Testers	Basic and Above ELA	Basic and Above Math	Basic and Above Science	Basic and Above Social Studies
Louisiana State Wide	68%	70%	63%	66%
Valverda Elementary	74%	70%	67%	66%
RES	32%	34%	41%	54%
Rougon Elementary	70%	65%	63%	81%
PCP Districtwide	60%	57%	57%	63%

At or Above State Avg

African American students may attend Valverda Elementary or Rougon Elementary using a Majority to Minority (M-to-M) transfer request according to the desegregation court order.

2010 Spring iLEAP Scores
6th Grade
All Testers

6th Grade-All Testers	Basic and Above	Basic and Above	Basic and Above	Basic and Above
	ELA	Math	Science	Social Studies
Louisiana State Wide	70%	67%	63%	66%
Valverda Elementary	86%	77%	72%	82%
RES	47%	56%	60%	47%
Rougon Elementary	62%	53%	49%	57%
PCP Districtwide	72%	63%	62%	63%

At or Above State Avg

African American students may attend Valverda Elementary or Rougon Elementary using a Majority to Minority (M-to-M) transfer request according to the desegregation court order.

2010 Spring iLEAP Scores
7th Grade
All Testers

7th Grade-All Testers	Basic and Above	Basic and Above	Basic and Above	Basic and Above
	ELA	Math	Science	Social Studies
Louisiana State Wide	68%	68%	61%	67%
Livonia High School	61%	65%	53%	53%
Rougon Elementary	55%	49%	39%	75%
PCP Districtwide	59%	61%	48%	59%

At or Above State Avg

2010 Spring LEAP Scores
8th Grade
All Testers

8th Grade-All Testers	Basic and Above ELA	Basic and Above Math	Basic and Above Science	Basic and Above Social Studies
Louisiana State Wide	61%	59%	53%	57%
Livonia High School	56%	52%	45%	42%
Rougon Elementary	27%	44%	28%	34%
PCP Districtwide	46%	52%	45%	42%

New Roads Avg LEAP Livonia & Rougon	42%	48%	36%	38%
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Passing Standard AB/B Combo 8th grade-All Testers	Statewide 68%	Districtwide 58%
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Students may attend 8th Grade at Rougon Elementary or Livonia High School

9th Grade iLEAP
Spring 2010

9th Grade-All Testers	Basic and Above ELA	Basic and Above Math	Basic and Above Science	Basic and Above Social Studies
Louisiana State Wide	64%	65%	N/A	N/A
Livonia High School	67%	61%		
PCP Districtwide	67%	61%		

At or Above State Avg

Livonia High School is the only high school in the Pointe Coupee Parish Public School System

GOVERNMENT ORGANIZATION

The City of New Roads is governed by a mayor and five councilmen. The mayor and mayor pro temp are elected at large. The city is divided into two districts with two councilman elected in each district (District one and District two). These two districts essentially divide the city in half. The Mayor as Chief Executive appoints the Chief of Police, the City Business Manager, the Chief of Public Works, and the Secretary Treasury for the city. The council provides a budget and input for the Mayor who is in charge of day to operations. The mayor and council meet the first Tuesday of each month.

The City is also represented by the police jury which has twelve members with five member's districts all or partially within the city limits. In addition, there are three justice of the peace and three constables who represent the city.

The Sheriff is the primary law enforcement official in the Parish and provides support in communications, specialized law enforcement to the city, and other support for special events beyond the city's capability.

The Parish seat is located in New Roads and houses all of the parish wide elected officials. These include the Assessor, Clerk of Court, and Sherriff, District Attorney, District Court, and all other offices affecting the parish.

The city and parish are joint owners of the Scott Civic Center and the False River Regional Airport. The Airport is run by a six member commission appointed by the City and the Police Jury. The Civic Center is operated by the Police Jury with each body sharing the costs.

Summary of Business and Community Survey results

Quality of Life

Top three strengths – Attractiveness of community (56%), recreational opportunities (53%), availability of executive level housing (50%)

Top three weaknesses – Presence of major sporting events (78%), racial and ethnic group harmony (67%), social networks (50%)

Education

Top three strengths – Availability of public and private local elementary and secondary schools (29%), availability of post-secondary vocational training (28%), availability of vocational programs at the secondary level (25%)

Top three weaknesses – Quality of local secondary education (75%), involvement in the community by the higher education institutions (69%), quality of local elementary education (67%)

Local Government

Top three strengths – Adequacy of local fire protection (64%), adequacy of trash pickup and waste disposal (64%), level of local property taxes (56%)

Top three weaknesses – Long range planning for municipal improvements and capital building (53%), adequacy of local tax base to cover cost of local government (42%), cooperation of local government with business (33%)

Local Leadership

Top three strengths – Level of local cooperation with other community and economic development organizations serving this area of the state (33%), level of public leadership support of community and economic development programs (25%), level of private leadership support of community and economic development programs (25%)

Top three strengths – Level of funding for local community and economic development programs (57%), level of leadership commitment to advancing the growth and development of the community (44%), level of awareness of businesses of local community and economic development programs (39%)

Local Workforce

Top three strengths – Availability of clerical (office and retail) workers (39%), availability of unskilled and semi-skilled workers (28%), availability of technicians and professionals (22%)

Top three weaknesses – Availability of quality jobs for the workforce residing in the community (75%), level of salaries and wages paid locally (56%), availability of skilled industrial workers (44%)

Local Transportation

Top three strengths – Local major highways (28%), movement of traffic in the community (28%), availability of public parking in the local commercial areas (25%)

Top three weaknesses – Availability of public transportation (81%), condition and maintenance of local streets and roads (44%), level of traffic carrying capacity of local streets (44%)

Local Utilities

Top three strengths – Availability and quality of water (59%), availability of natural gas (52%), availability and quality of electricity (47%)

Top three weaknesses – Availability of access to broadband internet services (53%), availability of adequate sewer and water lines to industrial/commercial sites (23%), cost of electricity (20%)

Local Market

Top three strengths – Availability of a range of quality restaurants in the community (53%), availability of a range of personal services (legal, professional, dry-cleaning, repairs, etc) (43%), impact of the tourism industry on the community (39%)

Top three weaknesses – Availability of adequate hotels/motels (87%), of adequate conference/meeting facilities (69%), availability availability of adequate funding to support tourism development (67%)

New Roads Town Hall Meeting

LED (Louisiana Economic Development) "Development Ready" community project

July 14, 2010

A community assessment meeting was held with the residents of the City of New Roads to help determine what helps and detracts from the city's ability to create, sustain, and attract economic growth.

A summary of the opinions of the residents is the purpose of this report. There were two meetings held – one at 2 pm and one at 5:30 pm. Attendees were invited to list the strengths and weaknesses of our community. Each attendee was given color adhesive dots to place as "votes" for the most important strengths and weaknesses. The list of strengths and weaknesses are summarized below in the order in which they received votes.

2:00 PM Meeting

24 attendees

Strengths

False River

Bridge

Culture/Pastoral Setting

Airport

Available Real Estate for Commercial Development

Medical Facilities

Cultural Heritage.History

Low Crime

Food/Restaurants

Others listed, receiving at least one vote: Children's after school programs, public boat launch & park, JP Mac

Others listed, but receiving no votes: Available daycare, traffic, availability of single family real estate, low property tax, proximity to Baton Rouge, strong Christian community, community support for non-profits, Centre for the Arts, Mardi Gras, technical college, multi-use center, revitalization

Weaknesses

Education

Lack of YMCA/recreational facility for all ages

Resistance to Change

Lack of Focusing on Developing New Businesses

Lack of Rental Housing

Lack of/Slow Broadband

Lack of Qualified Workforce

Lack of Youth Programs

Blighted Areas

Lack of Affordable Family Homes

Lack of Recreation – pedestrians, biking, jogger, etc.

Disparity in Income Levels

Lack of Minority Businesses

Lack of Events to Draw People Here

Other listed and receiving at least one vote: traffic, racial disharmony,

Other listed, but not receiving any votes: lack of affordable housing for young professionals, animal control, need more aggressive Main Street program, lack of recycling

5:30 PM Meeting

21 attendees

Strengths

False River

Bridge

Proximity to Baton Rouge

Interest in Education

Lifestyle

History

Quality Restaurants

Live Music

Other categories, receiving at least one vote: Technical college, low property taxes, retail shops, airport, multi-use facility

Other categories listed, but receiving no votes: JP Mac, Centre for Arts, medical facilities, city services,

Weaknesses

Divided Community Leadership

Reluctance to Change

No Office Space Available

Education

Lack of Communication

Lack of Mental Health services

Lack of Community Involvement

Traffic

Crime

Need for Better Hospitality

Other categories listed, receiving at least one vote: Illiteracy, lack of affordable housing, lack of transformative retail, lack of medical specialists, lack of rental housing, lack of low-income housing

Other categories listed, but receiving no votes: Lack of community events, poor race relations, health of False River, lack of juvenile facilities, lack of female correctional facilities

LED Development Ready Communities Program
Consultant's Visit to New Roads
Robert Pittman, Janus Economics
June 23, 2010

Louisiana Development Ready Communities (LDRC) Pilot communities receive a visit from a site selection consultant to provide feedback on the community's assets (strengths) and opportunities for improvement from a business executive's point of view. This is not an in-depth, data-driven assessment which would be part of a detailed site study. Instead, it is an assessment based on a "windshield" tour and half-day visit, similar to a consultant's or business executive's first visit to the town. In addition, the visit provides a "dry run" exercise to help prepare for an actual site selection project. Visit and Itinerary Consultant was driven to New Roads by Skip Smart, LED's Community Development Director. An initial informal "meet and greet" was held at City Hall, followed by a one-hour windshield tour of the community. Following the tour, the consultant met with a group of local business owners and stakeholders for an open discussion. The visit concluded with lunch at Satterfield's restaurant on the oxbow lake.

Economic Development Strengths/Assets and Opportunities

Scenic entrance. The drive into New Roads along Highway 1 and the scenic oxbow lake makes a very positive impression on visitors. The nice houses along the lake convey a sense of prosperity and the whole scene sends a message of "it would be nice to live here." First impressions of any community are important to prospects and consultants, and scenes like this can do more to convey quality of life than any database or brochure.

Geographic location/proximity to Baton Rouge. Communities like New Roads that have their own economic and social fabric and history yet are within commuting distance to a larger city have distinct advantages. From the business location standpoint, proximity to a larger city (which usually means being part of the metro area, as Pointe Coupee Parish is for Baton Rouge) means access to a larger, more diverse and often more highly educated labor force (something that interviewees commented on, see below). It also means that advanced business support services are more readily available (e.g. specialty law and accounting services not normally found in smaller communities). From a quality of life standpoint, proximity to a larger city offers a wide variety of amenities that are normally of interest to a prospect including dining, shopping, arts and culture, educational opportunities, and many others.

Proximity to major universities such as LSU and Southern University in Baton Rouge help make New Roads more attractive to business decision makers and residents alike. Being part of the Baton Rouge area also means that New Roads is included in the service territory of the Baton Rouge Area Chamber.

BRAC promotes the Baton Rouge metro areas nationally and internationally, providing marketing exposure for New Roads far in excess of what it could do on its own. Regional economic development marketing is clearly a best practice and is quickly becoming the norm.

Audubon Bridge. This new bridge, eight miles from New Roads and scheduled for completion in Fall 2011, will connect Pointe Coupee Parish with West Feliciana Parish, replacing a ferry. It will be the only bridge structure on the Mississippi River between Natchez and Baton Rouge, a distance of approximately 90 river miles. The project includes approximately 12 miles of new roadway connecting LA 1 east of Hospital Road at New Roads to US 61 south of LA 96 at St. Francisville. The Audubon Bridge and

associated roadway is part of the Zachary Taylor Parkway, a corridor stretching from Alexandria to Poplarville, which will be Louisiana's equivalent to the Blue Ridge Parkway or the Natchez Trace.

The bridge will have many positive economic impacts on New Roads. It will provide access to a larger market area (including a larger labor force) and easier access to I-55 for northbound travel, and it will significantly increase the number of visitors and shoppers in New Roads. In addition, there are several large land parcels that could become premier industrial sites given their proximity to the new bridge and roadway (see below). In short, the Audubon Bridge could be a real game-changer for New Roads and Pointe Coupee Parish, and the consultant suggests that the community proactively plan to maximize its positive economic impacts and minimize any disruptions.

Industrial sites close to the bridge. The bridge and roadway improvements and the increased access they will bring will transform some of the agricultural land in the area to industrial sites of regional and even national significance. Listed on LED's web site is the 1,112 acre Mississippi River Industrial Site at the foot of the bridge along Highway 10. The site has over 7,000 feet of frontage along the Mississippi River, and Kansas City Southern and Canadian National rail lines are within a few miles of the site.

Additional large acreage parcels are also available in the area. Large industrial sites like these with river, rail (potential) and highway access are not common. The ultimate economic development benefits derived from these sites will be significantly influenced by the type of planning and promotion that the city, parish, region and state do for them.

The consultant is not aware of all the planning that must be going into developing and marketing these large sites next to the bridge, but it should include several things. First of all, a decision needs to be made as to what kind of industries and companies the sites will be marketed to. Is the vision and goal to attract one large signature user for the site, or to divide it up into smaller yet still significant parcels?

Next, what kinds of industries and companies would be most attracted to these kinds of sites and would have the most beneficial economic impact on New Roads, Pointe Coupee Parish and surrounding areas? A master plan and infrastructure improvement plan for the sites should be completed after the vision and targeting analysis is completed in order to maximize the effectiveness of the planning and site improvement efforts.

Quality of life. Aspects of this have been discussed above, including the scenic beauty of New Roads as well as its close proximity to the amenities of Baton Rouge. Quality of life is very subjective, but generally companies and executives consider cost of living, recreation, arts/culture, and housing options among others when making location decisions. Cost of living is low in New Roads (overall 82% of US average, housing 74% of US average, according to community profile data on the LED web site. Family and outdoor recreational opportunities abound in the area, and Baton Rouge and amenities is close by.

Many of the interviewees commented on the "relaxing" quality of life in the area, and some added that New Roads has a very eclectic and unique culture.

Louisiana Technical College. The Jumonville Memorial campus of the Louisiana Technical College system is located in New Roads. While the Jumonville Memorial campus is relatively small with just over 200 students, the presence of a technical college in a community can be a key factor in the location decision of firms. Some interviewees stated that the Jumonville Campus' has very strong workforce development programs, but even more is needed (see below).

Opportunities for Improvement and Recommendations

Public Education. Many interviewees commented that the schools in New Roads (Pointe Coupee Parish school system) need improvement. Some commented on low test scores and a high dropout rate. Some business executives commented that the public schools make it harder to recruit personnel to New Roads, and that some of their existing employees live in Baton Rouge or elsewhere because of the public schools. These comments illustrate the importance of education in economic development. Local schools are important to companies making location decisions for two reasons: 1) provide a competent, literate workforce; and 2) provide a good education for the children of company executives.

Education can be measured in many ways. Test scores are most commonly cited, but usually without adjusting for socio-economic status. Having said this, data reviewed by the consultant shows that Pointe Coupee schools test scores are below average for the state. According to the web site www.greatschools.org, the Pointe Coupee schools' iLEAP (integrated Louisiana Educational Assessment Program) test scores were mainly below the state average across all areas (science, English, etc.) and grade levels. According to the Louisiana Department of Education, the average ACT score for Pointe Coupee parish public schools was 17.7 in 2009, compared to a state-wide average of 20.1. There are 2 private schools in the parish, False River Academy and Catholic High School. In addition, there is a charter school for grades 8-12.

Labor Force Issues. The availability, quality and cost of a community's labor force are difficult to measure. Unemployment rates, average wage rates, etc. only tell part of the story. Consultants and companies basically want to know one thing: is there a sufficiently skilled labor force in the community's commuting area readily available at a competitive cost? To augment the statistics, interviews with local employers are heavily relied on by most consultants and companies. For this evaluation, there was no time for the usual in-depth interviews that normally consultants would complete. However, the Consultant did note that many interviewees raised some issues regarding the labor force in the New Roads/Pointe Coupee area.

Many commented that the local labor pool is limited, and that skilled labor can be difficult to find and recruit. Echoing the concerns above regarding education, some interviewees commented that it is hard for them to recruit skilled and managerial workers to work and live in New Roads because of the schools. As a result, for some companies, many of their key employees live outside of New Roads in Baton Rouge and other places. This deprives New Roads not only of tax revenues, but reduces the number of more highly-educated residents that in all probability would contribute to the community in many ways. Other interviewees commented that the work ethic and skills of younger workers are not sufficient, and urged that even more emphasis be placed on workforce development.

Smaller industrial sites. As noted above, Pointe Coupee and New Roads are fortunate that the new Audubon Bridge and associated roadway construction is going to make accessible several large industrial sites with frontage on the Mississippi River. Apart from the 1,112 acre Mississippi River Industrial site, however, there is only one site listed on LED's website – a 30 acre sites in the False River Air Park. As discussed above, a master plan and vision need to be created for the Mississippi River Industrial site and other large sites out next to the Audubon Bridge. Is the plan to reserve the Mississippi River site for one or a handful of large facilities, or subdivide it to accommodate smaller facilities? If the plan is the former, then the only smaller site available is the 30 acre Air Park site. If the plan is the latter, then it is even more important to complete a master

plan for large site so that it can be optimally configured. As it stands now, there does not appear to be a suitable inventory of small- to medium-sized sites.

Lack of available buildings and professional office space. There are no available industrial buildings for Pointe Coupee Parish listed on LED's website. Furthermore, many of the interviewees commented on a lack of suitable professional office space in the area. Communities like New Roads that are close to major metro areas and offer natural beauty and a good quality of life can often attract entrepreneurs with established or start-up small businesses, and also an increasing number of professionals who are not tied to a physical workplace, but who travel and work wherever they have cell phone and internet service. A better inventory of office space can help attract these kinds of companies and individuals.

Socio-economic challenges. While New Roads is a scenic community with many good quality of life aspects, it faces a number of socio-economic challenges:

- Median household income is below the state average;
- Residents with income below the poverty level is above the state average;
- School test scores are below the state average (as noted above);
- Median resident age is above the state average (interviewees commented that the workforce is aging and young people are leaving the area).

Economic development leading to job and wealth creation will help address these issues. However, from a business location standpoint, they can be negative factors.

Economic development materials. While the community information provided to the Consultant was useful, it was contained in stapled, photo-copied pages. This would not make a good impression on visiting consultants or company executives. The information should at least be bound with a cover and color copied.

New Roads Business Survey

Response Status: Completes | Partial

Filter: No filter applied

Aug 11, 2010 8:07 AM PST

Introduction to Survey Please select the answer that best reflects your opinion of the listed characteristics of your community. There are four answer options (strength, neutral, weakness and N/A) and a comment section for each category. Choose "strength" if you think this characteristic makes your community a high-quality place to do business. Choose "neutral" if you think this characteristic is neither a strength nor a weakness or if you think it could be better with some attention. Choose "weakness" if you think the characteristic negatively impacts the competitiveness of the community. Choose N/A is you do not know or if you do not have an opinion.

1. Quality of Place				
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strength	Neutral	Weakness	N/A
Availability of sites for business expansion or new buildings	17 47%	10 28%	9 25%	0 0%
Availability of buildings for sale or lease	8 22%	16 44%	12 33%	0 0%
Availability of moderate cost housing	10 28%	14 39%	11 31%	1 3%
Availability of executive-level housing	18 50%	3 8%	14 39%	1 3%
Cost of housing overall	12 33%	14 39%	9 25%	1 3%
Cultural activities and facilities	7 20%	14 40%	14 40%	0 0%
Recreational opportunities	19 53%	7 19%	10 28%	0 0%
Facilities for recreation	12 34%	11 31%	12 34%	0 0%
Presence of major sporting events	0 0%	6 17%	28 78%	2 6%
Air quality	15 42%	18 50%	3 8%	0 0%
Climate	13 36%	20 56%	3 8%	0 0%
General attractiveness of the community	20 56%	13 36%	3 8%	0 0%
Availability of adequate hospital facilities	13	9	14	0

	36%	25%	39%	0%
Adequate local clinics and health care professionals for basic health care	16	10	10	0
	44%	28%	28%	0%
Adequate social services (day care, counseling, poverty assistance)	11	13	12	0
	31%	36%	33%	0%
Rate of population growth	4	17	12	2
	11%	49%	34%	6%
Racial and ethnic group harmony	3	9	24	0
	8%	25%	67%	0%
Social networks	3	13	18	2
	8%	36%	50%	6%
Volunteer opportunities	13	15	8	0
	36%	42%	22%	0%

2. Comments related to "Quality of Place"

3. Local Education & Workforce Training

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strength	Neutral	Weakness	N/A
Quality of local elementary education	8 22%	4 11%	24 67%	0 0%
Quality of local secondary education	5 14%	4 11%	27 75%	0 0%
Quality and availability of post-secondary education	8 22%	5 14%	23 64%	0 0%
Involvement in the community by the higher education institutions	4 11%	5 14%	24 69%	2 6%
Involvement of local residents and businesses in the schools districts	1 3%	12 33%	22 61%	1 3%
Availability of vocational programs at the secondary level (job skills, computer classes, etc.)	9 25%	20 56%	6 17%	1 3%
Availability of public and private local elementary and secondary schools	10 29%	11 31%	14 40%	0 0%
Availability of post-secondary vocational training	10 28%	12 33%	12 33%	2 6%
Availability of on-the-job training assistance	4 11%	14 40%	14 40%	3 9%
Availability of adult/continuing education at a post-secondary level	5 14%	12 34%	15 43%	3 9%
Availability of upgrade training for existing employees	2 6%	11 31%	19 53%	4 11%
Availability of apprenticeship programs	1	7	25	3

4. Comments related to "Local Education"

5. Local Government

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Strength	Neutral	Weakness	N/A
Adequacy of police protection and public safety	19 53%	10 28%	6 17%	1 3%
Adequacy of local fire protection	23 64%	11 31%	1 3%	1 3%
Adequacy of trash pickup and waste disposal	23 64%	7 19%	6 17%	0 0%
Level of local property taxes	20 56%	10 28%	6 17%	0 0%
Level of local sales taxes	14 39%	14 39%	7 19%	1 3%
Adequacy of local tax base to cover cost of local government	7 19%	13 36%	15 42%	1 3%
Cooperation of local government with business	10 28%	13 36%	12 33%	1 3%
Cooperation of local government entities with each other	6 17%	16 44%	12 33%	2 6%
Long-range planning for municipal improvements and capital building	8 22%	8 22%	19 53%	1 3%

6. Comments related to "Local Government"

7. Local Leadership

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strength	Neutral	Weakness	N/A
Involvement of both public and private sectors in community and economic development programs of the community	6 19%	15 47%	10 31%	1 3%
Level of public leadership support of community and economic development programs	8 25%	13 41%	10 31%	1 3%
Level of private leadership support of community and economic development programs	8 25%	12 38%	11 34%	1 3%
Level of communication and cooperation between various organizations involved in community and economic development programs of the community	6 19%	15 47%	10 31%	1 3%
Level of awareness of businesses regarding local community and economic development programs	5 16%	14 45%	12 39%	0 0%
Level of leadership commitment to advancing the growth and development of the community	7 22%	10 31%	14 44%	1 3%
Level of funding for local community and economic development programs	2 7%	10 33%	17 57%	1 3%
Level of cooperation with other community and economic development organizations serving this area of the state	8 26%	12 39%	9 29%	2 6%

8. Comments related to "Local Leadership"

9. Local Workforce

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strength	Neutral	Weakness	N/A
Availability of unskilled and semi-skilled workers	9 28%	12 38%	10 31%	1 3%
Availability of skilled industrial workers	5 16%	12 38%	14 44%	1 3%
Availability of clerical (retail and office) workers	12 39%	9 29%	8 26%	2 6%
Availability of technicians and professionals	7 22%	10 31%	14 44%	1 3%
Availability of managerial personnel	5 16%	13 41%	13 41%	1 3%
Availability of quality jobs for the workforce residing in the community	1 3%	6 19%	24 75%	1 3%
Level of wages and salaries paid locally	1 3%	11 34%	18 56%	2 6%
Quality of labor-management relations	2	16	11	3

10. Comments related to "Local Workforce"

11. Local Transportation

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Strength	Neutral	Weakness	N/A
Local major highways	9 28%	13 41%	10 31%	0 0%
Movement of traffic in the community	9 28%	12 38%	11 34%	0 0%
Condition and maintenance of local streets and roads	5 16%	13 41%	14 44%	0 0%
Level of traffic-carrying capacity of local streets	5 16%	13 41%	14 44%	0 0%
Availability of public parking in the local commercial areas	8 25%	14 44%	10 31%	0 0%
Availability of public transportation	0 0%	4 12%	26 81%	2 6%
Availability of intermodal shipping (port, rail, trucking)	8 25%	8 25%	12 38%	4 12%
Availability of commercial air passenger service	2 6%	13 41%	12 38%	5 16%
Quality of commercial air passenger service	1 3%	14 44%	9 28%	8 25%
Adequacy of the airport for air freight shipping needs	3 10%	13 42%	6 19%	9 29%

12. Comments related to "Local Transportation"

13. Local Utilities

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strength	Neutral	Weakness	N/A
Local telephone quality of service	9 31%	12 41%	5 17%	3 10%
Availability of access to broadband internet service	5 17%	9 30%	16 53%	0 0%
Availability and quality of electricity	14 47%	14 47%	2 7%	0 0%
Availability of natural gas	15 52%	13 45%	0 0%	1 3%
Cost of electricity	10 33%	14 47%	6 20%	0 0%
Cost of natural gas	11 37%	13 43%	5 17%	1 3%
Availability and quality of water	17 59%	10 34%	1 3%	1 3%
Availability and quality of wastewater	8 28%	15 52%	2 7%	4 14%
Availability of adequate water and sewer lines to industrial/commercial sites	8 27%	12 40%	7 23%	3 10%
Cost of water and sewer services	12 40%	12 40%	4 13%	2 7%

14. Comments related to "Utilities"

15. Local Market

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strength	Neutral	Weakness	N/A
Location of the community for serving the national market	5 17%	11 38%	13 45%	0 0%
Location of the community for serving foreign markets	6 21%	7 24%	16 55%	0 0%
Proximity to other major market in the state	11 37%	9 30%	10 33%	0 0%
Appearance of downtown for attracting business activity	10 33%	11 37%	9 30%	0 0%
Appearance of the highway oriented retail/commercial areas for attracting business	6 20%	14 47%	9 30%	1 3%
Availability of a range of retail stores and goods in the community	3 10%	12 41%	14 48%	0 0%

Availability of a range of quality restaurants in the community	16 53%	8 27%	6 20%	0 0%
Availability of range of personal services (legal, professional, dry-cleaning, repairs, etc.)	13 43%	10 33%	7 23%	0 0%
Availability of business services and professional services that support business and industry	7 24%	10 34%	10 34%	2 7%
Availability of adequate hotels and motels	0 0%	4 13%	26 87%	0 0%
Availability of adequate conference and meeting facilities	1 3%	8 28%	20 69%	0 0%
Adequacy of local newspaper for promotion of local business activity	8 28%	8 28%	13 45%	0 0%
Adequacy of local industrial marketing programs	3 10%	8 28%	16 55%	2 7%
Adequacy of local programs to attract new retail and commercial business to the community	2 7%	9 30%	17 57%	2 7%
Adequacy of the marketing program to attract tourists	2 7%	11 38%	14 48%	2 7%
Impact of the tourism industry on the community	11 39%	7 25%	9 32%	1 4%
The range of attractions for expanded tourism	4 15%	6 22%	17 63%	0 0%
Availability of funding to support tourism development	0 0%	8 27%	20 67%	2 7%

16. Comments related to "Local Market"

17. What are the top five characteristics of this community which positively impact your business?

18. What are the top five issues this community should address to improve the business climate?

19. If you would like to get further involved in our community's planning process please provide your name and address and someone from our Steering Committee will contact you.

New Roads Community Survey

Response Status: Completes | Partial

Filter: No filter applied

Aug 11, 2010 7:59 AM PST

Introduction to Survey Please select the answer that best reflects your opinion of the listed characteristics of your community. There are four answer options (strength, neutral, weakness and N/A) and a comment section for each category. Choose "strength" if you think this characteristic makes your community a high-quality place to live and work. Choose "neutral" if you think this characteristic is neither a strength nor weakness or if you think it could be better with some attention. Choose weakness if you think the characteristic takes away from the quality of life. Choose N/A if you don't know and don't have an opinion.

1. Which range includes your current age?		
18 years old or younger	0	0%
19 - 35	1	4%
36 - 50	8	29%
51 - 65	7	25%
66 years old or older	12	43%
Total	28	100%

2. Quality of Life				
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strength	Neutral	Weakness	N/A
Availability of apartments	7 24%	7 24%	10 34%	5 17%
Availability of rental homes	6 22%	11 41%	6 22%	4 15%
Availability of housing for low-income families	6 21%	10 34%	7 24%	6 21%
Availability of moderate cost housing	5 17%	15 52%	6 21%	3 10%
Availability of other levels of housing	7 26%	13 48%	4 15%	3 11%
Cost of housing overall	7 25%	10 36%	9 32%	2 7%

Safety of community	10 36%	15 54%	2 7%	1 4%
Cultural activities and facilities	8 30%	12 44%	6 22%	1 4%
Recreational opportunities for youth	10 34%	11 38%	4 14%	4 14%
Recreational opportunities for adults	6 22%	13 48%	8 30%	0 0%
Facilities for recreation	7 25%	11 39%	8 29%	2 7%
Air quality	13 46%	10 36%	3 11%	2 7%
Climate	12 50%	10 42%	0 0%	2 8%
Attractiveness of the physical environment	17 61%	10 36%	1 4%	0 0%
General appearance of the community	17 59%	10 34%	2 7%	0 0%
Availability of adequate hospital facilities	12 41%	10 34%	6 21%	1 3%
Adequate local clinics and health care professionals for basic health care	13 45%	10 34%	5 17%	1 3%
Adequate social services (day care, counseling, poverty assistance)	7 25%	13 46%	4 14%	4 14%
Racial and ethnic group harmony	5 17%	16 55%	6 21%	2 7%
Social networks	5 18%	17 61%	3 11%	3 11%
Volunteer opportunities	5 17%	18 62%	4 14%	2 7%

3. Comments related to "Quality of Life"

4. Local Education

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Strength	Neutral	Weakness	N/A
Quality of local elementary education	2 7%	11 38%	12 41%	4 14%
Quality of local secondary education	3 10%	9 31%	12 41%	5 17%
Quality and availability of post-secondary education	4 14%	8 28%	12 41%	5 17%

Involvement in the community by higher education institutions	1 3%	9 31%	14 48%	5 17%
Involvement of local residents and parents in schools	2 7%	10 36%	11 39%	5 18%
Involvement of businesses in elementary and secondary schools	4 14%	10 36%	8 29%	6 21%
Availability of vocational programs at the secondary level (job skills, computer classes, etc.)	6 21%	12 41%	6 21%	5 17%
Availability of choice for local elementary and secondary schools.	3 11%	9 32%	10 36%	6 21%

5. Comments related to "Local Education"

6. Local Government

	Strength	Neutral	Weakness	N/A
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.				
Adequacy of police protection and public safety	17 61%	10 36%	1 4%	0 0%
Adequacy of local fire protection	20 69%	9 31%	0 0%	0 0%
Adequacy of trash pickup and waste disposal	16 55%	11 38%	1 3%	1 3%
Level of local property taxes	12 41%	13 45%	1 3%	3 10%
Level of local sales taxes	7 24%	17 59%	2 7%	3 10%
Adequacy of local tax base to cover cost of local government	4 14%	16 57%	6 21%	2 7%
Cooperation of local government with business	5 17%	16 55%	7 24%	1 3%
Cooperation of local government entities with each other	2 7%	13 46%	12 43%	1 4%
Enforcement of existing building codes (i.e. abandoned buildings and homes)	3 11%	5 19%	11 41%	8 30%
Adequacy of proposed levee and restoration projects (if this does not apply to your community please choose "N/A")	2 7%	5 17%	5 17%	17 59%

7. Comments related to "Local Government"

8. Local Leadership

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Strength	Neutral	Weakness	N/A
Level of public leadership support for community and economic development programs	3 10%	14 48%	11 38%	1 3%
Level of private leadership support for community and economic development programs	7 24%	14 48%	6 21%	2 7%
Level of communication and cooperation between various organizations involved in community and development programs in the community	2 7%	15 54%	10 36%	1 4%
Level of awareness of community regarding local economic and community development programs	3 10%	16 55%	9 31%	1 3%
Level of leadership commitment to advancing the growth and development of the community	4 14%	14 48%	11 38%	0 0%
Level of funding for local community and economic development programs	3 10%	13 45%	12 41%	1 3%
Level of cooperation with other community and economic development organizations serving this area of the state	3 10%	20 69%	5 17%	1 3%

9. Comments related to "Local Leadership"

10. Quality of Jobs & Training

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Strength	Neutral	Weakness	N/A
Availability of quality jobs for the workforce residing in the community	5 18%	14 50%	6 21%	3 11%
Level of wages and salaries paid locally	4 14%	13 46%	8 29%	3 11%
Availability of post-secondary vocational training	4 14%	17 61%	5 18%	2 7%

Availability of on-the-job training assistance	4 14%	12 43%	8 29%	4 14%
Availability of adult/continuing education at a post-secondary level	3 11%	13 46%	8 29%	4 14%
Availability of upgrade training for existing employees	4 14%	11 39%	8 29%	5 18%
Availability of apprenticeship programs	4 14%	12 43%	6 21%	6 21%

11. Comments related to "Local Workforce"

12. Local Transportation

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Strength	Neutral	Weakness	N/A
Local major highways	7 26%	10 37%	10 37%	0 0%
Movement of traffic in the community	9 33%	12 44%	6 22%	0 0%
Condition and maintenance of local streets and roads	8 30%	8 30%	11 41%	0 0%
Level of traffic-carrying capacity of local streets	7 28%	10 40%	7 28%	1 4%
Availability of public parking in the local commercial areas	10 37%	11 41%	6 22%	0 0%
Availability of public transportation	9 33%	6 22%	11 41%	1 4%
Availability of commercial air passenger service	4 15%	8 30%	9 33%	6 22%
Quality of commercial air passenger service	2 8%	11 42%	7 27%	6 23%

13. Comments related to "Local Transportation"

14. Local Utilities

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Strength	Neutral	Weakness	N/A
Local telephone quality of service	10 37%	12 44%	4 15%	1 4%
Availability of access to broadband internet service	7 26%	9 33%	9 33%	2 7%
Availability and quality of electricity	18 67%	9 33%	0 0%	0 0%
Availability of natural gas	17 63%	8 30%	1 4%	1 4%
Cost of electricity	8 30%	15 56%	4 15%	0 0%
Cost of natural gas	7 27%	11 42%	6 23%	2 8%
Availability and quality of water	16 59%	8 30%	2 7%	1 4%
Availability and quality of wastewater	10 37%	11 41%	5 19%	1 4%
Availability of adequate water and sewer lines to industrial/commercial sites	7 26%	13 48%	4 15%	3 11%
Cost of water and sewer services	11 41%	12 44%	2 7%	2 7%

15. Comments related to "Utilities"

16. Local Market

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Strength	Neutral	Weakness	N/A
Appearance of downtown for attracting business and shopping activity	13 46%	13 46%	2 7%	0 0%
Appearance of the highway oriented retail/commercial areas for attracting business and shopping	8 29%	14 50%	6 21%	0 0%
Availability of a range of retail stores and goods in the community	7 25%	12 43%	8 29%	1 4%
Availability of restaurants in the community	8 29%	16 57%	4 14%	0 0%

Availability of range of personal services (legal, professional, dry-cleaning, repairs, etc.)	10 36%	9 32%	7 25%	2 7%
Availability of adequate hotels and motels	6 22%	7 26%	12 44%	2 7%
Availability of adequate conference and meeting facilities	6 21%	8 29%	13 46%	1 4%
Adequacy of local newspaper for promotion of local community and business activities	11 39%	11 39%	6 21%	0 0%

17. Comments related to "Local Market"

18. What are the community's top five strengths?

19. What are the top five issues you would address in the community's strategic plan?

20. If you would like to get further involved in our community's planning process please provide your name and address and someone from our Steering Committee will contact you.