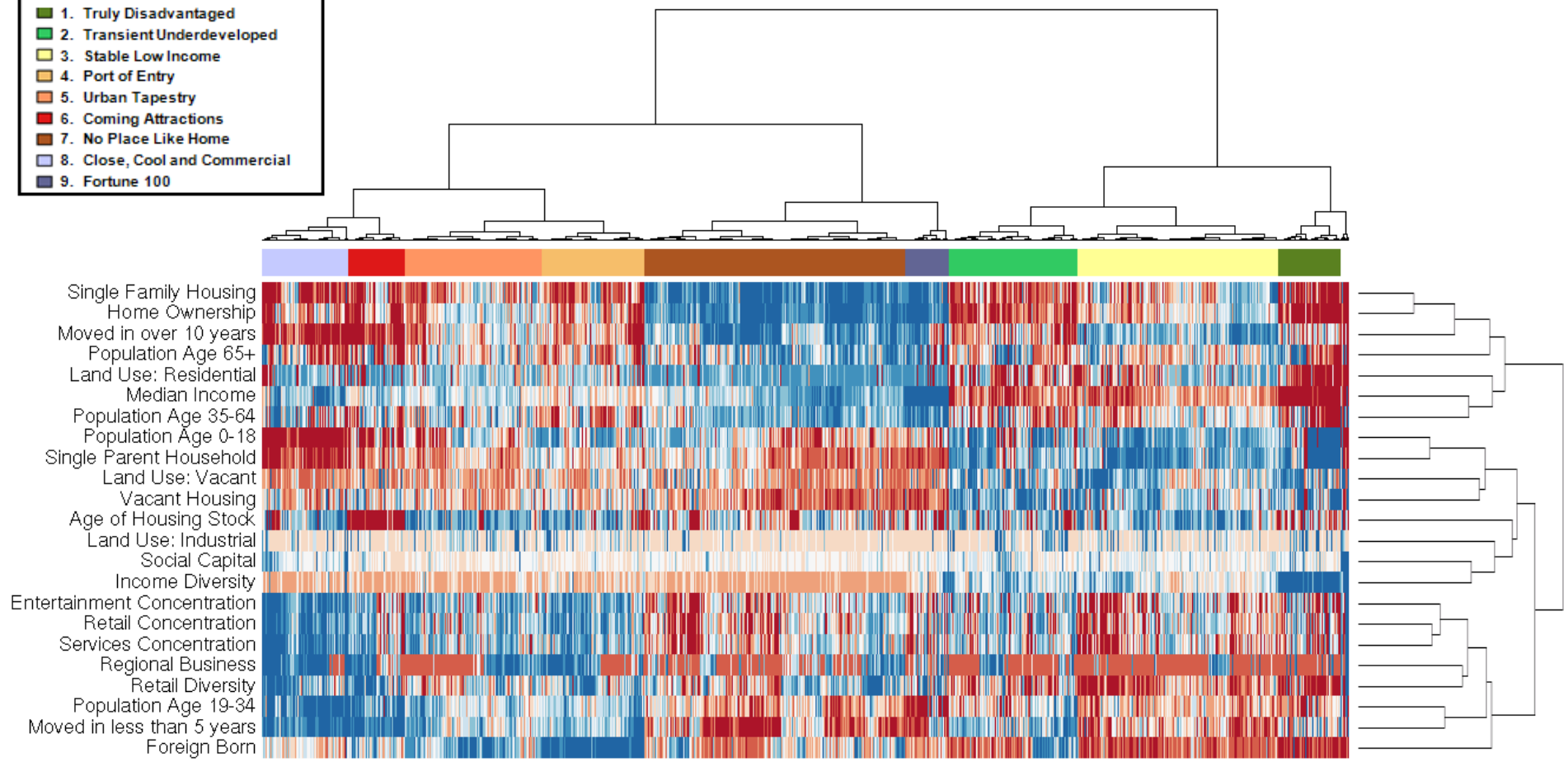


Session 3 - Typology Exercise

- 1. Truly Disadvantaged
- 2. Transient Underdeveloped
- 3. Stable Low Income
- 4. Port of Entry
- 5. Urban Tapestry
- 6. Coming Attractions
- 7. No Place Like Home
- 8. Close, Cool and Commercial
- 9. Fortune 100



Session 3 - Typology Exercise

	Type 1	Type 2	Type 3	Type 4	Type 5	Type 6	Type 7	Type 8	Type 9
	The Truly Disadvantaged	Transient Under-Developed	Low Income Stable	Port of Entry	Urban Tapestry	Coming Attractions	No Place Like Home	Close, Cool, Commercial	Fortune 100
Median Household Income (in 2000 USD)	9950	20900	23800	32200	37300	39900	45400	51700	100000
% Age 0-18	40%	31%	34%	31%	25%	16%	25%	10%	23%
% Age 19-34	24%	28%	23%	32%	31%	44%	24%	48%	18%
% Age 35-64	25%	30%	32%	30%	33%	32%	37%	34%	45%
% Age 65+	13%	12%	12%	8%	11%	9%	15%	10%	15%
% Single Parent Households	36%	20%	23%	11%	9%	6%	8%	3%	3%
% Foreign Born	2%	12%	3%	45%	24%	17%	12%	12%	7%
% Moved in Less than 5 Years	53%	60%	42%	60%	55%	78%	39%	73%	43%
% Moved in Over 10 Years	30%	25%	44%	25%	31%	12%	48%	16%	41%
% Single Family Detached	8%	13%	32%	17%	25%	15%	71%	12%	74%
% Vacant Housing Units	21%	17%	13%	8%	7%	11%	5%	8%	4%
% Home Owner	9%	18%	36%	29%	40%	22%	69%	29%	77%
Median Age of Housing Stock	38.4	45.1	51.2	49.5	51.2	18.8	42	46.8	33.8
Land Use: % Residential	0.337	0.581	0.702	0.723	0.787	0.759	0.885	0.729	0.839
Land Use: % Vacant	0.222	0.158	0.176	0.0713	0.0528	0.0877	0.066	0.0352	0.0966
Land Use: % Industrial	0.0665	0.0425	0.026	0.0333	0.0298	0.0189	0.0111	0.0294	0.017
Social Capital per person	0.0034	0.00245	0.00225	0.00109	0.00116	0.00162	0.00132	0.00558	0.00254
Retail Diversity (# Unique Retailer Types)	11	18.9	12.5	31.9	24.3	44.2	29.2	46.2	36.6
Retail Concentration (per tract area)	3.02	3.75	3.07	4.48	3.86	3.84	3.16	5.05	3.28
Services Concentration (per tract area)	3.47	3.93	3.23	4.49	4.23	4.23	3.55	5.48	3.46
Entertainment Venues (per tract area)	1.9	2.76	1.87	3.53	3.16	2.95	2.22	4.63	2.13

Session 4 - Goal Development Exercise

Transition Matrix

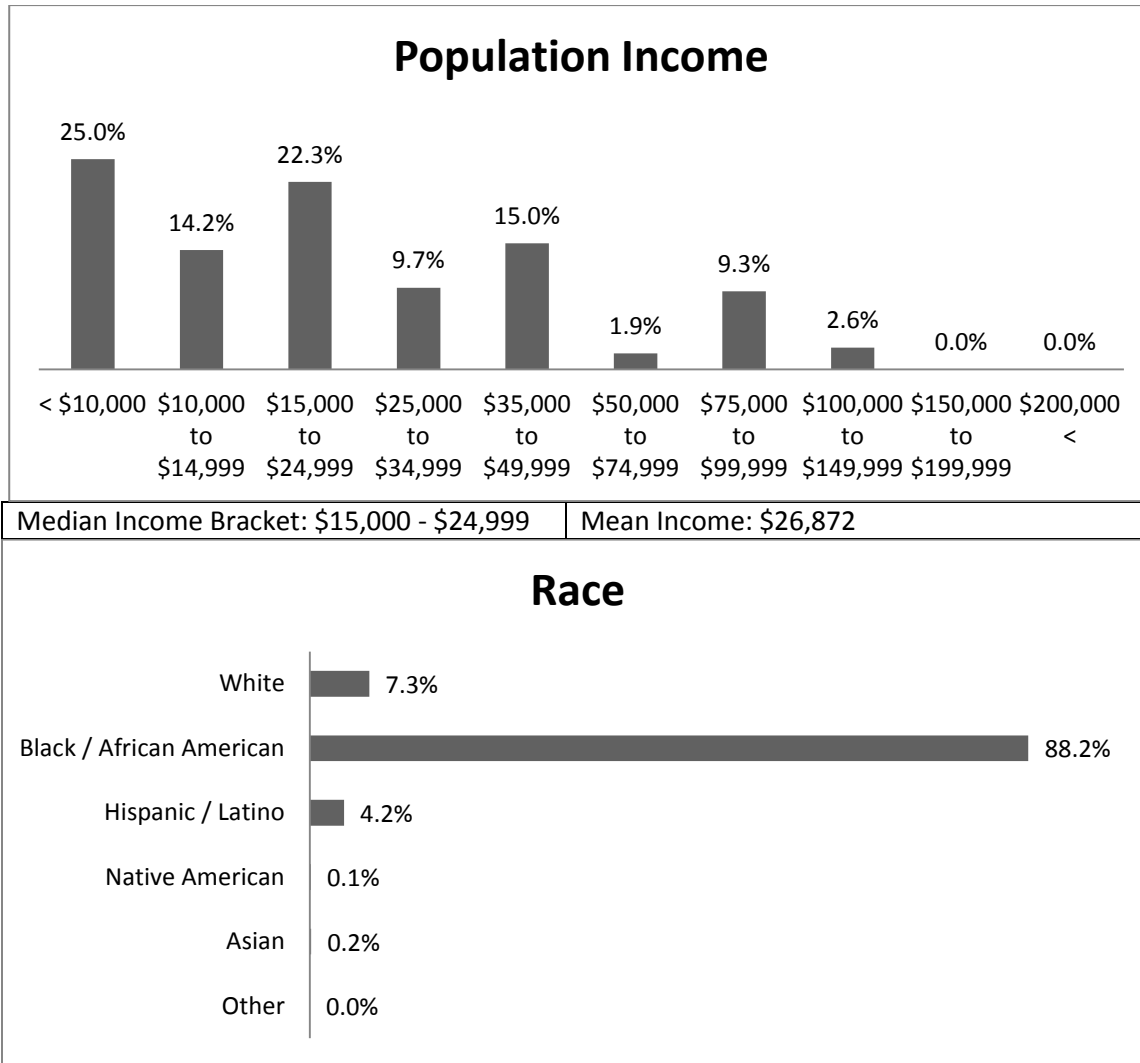
Truly Disadvantaged	35.8	40.8	19.2	0.8		0.8		1.7	0.8
Trans. Underdeveloped		45.5	16.7	16.7	11.1	4	0.5	5.1	0.5
Stable Low Income	1.2	2	89.8	0.4	2.5		4.1		
Port of Entry	0.9	3.7		74.1	17.6			3.7	
Urban Tapestry		1.7	7.2	21.1	58.9		2.8	7.8	0.6
Coming Attractions		1.2		9.5	13.1	61.9	3.6	9.5	1.2
No Place Like Home			3.6	2.2	6.6	0.3	86.3	0.5	0.5
Close, Cool, Commercial					4.9	3.9	1	85.3	4.9
Fortune 500		1.8				5.3	14	1.8	77.2
	Truly Disadvantaged	Trans. Underdeveloped	Stable Low Income	Port of Entry	Urban Tapestry	Coming Attractions	No Place Like Home	Close, Cool, Commercial	Fortune 500

Typology Data - Baton Rouge, SC

Metrics	Data	Source	Notes
Median Household Income	\$18,707	ACS, Table S1901, 2008-2012 5-yr est.	calculated as median of medians when neighborhood comprises multiple tracts
% Age 0-18	37%	ACS, Table DP05, 2008-2012 5-yr est.	
% Age 19-34	31%	ACS, Table DP05, 2008-2012 5-yr est.	
% Age 35-64	28%	ACS, Table DP05, 2008-2012 5-yr est.	
% Age 65+	4%	ACS, Table DP05, 2008-2012 5-yr est.	
% Single Parent Households	31%	ACS, Table DP02, 2008-2012 5-yr est.	
% Foreign Born	5%	ACS, Table DP04, 2008-2012 5-yr est.	
% Moved in Less than 5 years	64%	ACS, Table DP04, 2006-2010 5-yr est.	
% Moved in Over 10 years	10%	ACS, Table DP04, 2006-2010 5-yr est.	
% Single Family Detached	6%	ACS, Table DP04, 2008-2012 5-yr est.	
% Vacant Housing Units	21%	ACS, Table DP04, 2008-2012 5-yr est.	
% Home Owner	2%	ACS, Table DP04, 2008-2012 5-yr est.	
Median Age of Housing Stock	39	ACS, Table DP04, 2008-2012 5-yr est.	Estimate based on midpoint of decade during which median occurred
Land Use: % Residential	16%	Local data	
Land Use: % Vacant	45%	Local data	combines vacant and "undeveloped"
Land Use: % Industrial	3%	Local data	
Social Capital per person	0.0053401	ESRI Business Data Analyst, 2013	
Retail Diversity (# Unique Retailer Types)	16	ESRI Business Data Analyst, 2013	Number of unique retail types in neighborhood, based on NAICS codes
Retail Concentration (per tract area)	3.37	ESRI Business Data Analyst, 2013	Number of retail establishments in neighborhood, normalized by land area (log)
Services Concentration (per tract area)	4.01	ESRI Business Data Analyst, 2013	Number of service establishments in neighborhood, normalized by land area (log)
Entertainment Venues (per tract area)	2.49	ESRI Business Data Analyst, 2013	Number of entertainment establishments in neighborhood, normalized by land area (log)

Miscellaneous Data - Baton Rouge, LA

Total Population of analysis: 4307



% of Population 16 years and over in Labor Force: 76.5%

Unemployment Rate: 23.8%

Poverty Rate: 52.5%

Source: American Community Survey, Tables S1901 (Income), DP02 (Race) and DP03 (Employment Status), 2008-2012 5-year estimates

**Human Capital - Regional Labor Demand:
Baton Rouge**

Source: Bureau of Labor Statistics, Metropolitan and Nonmetropolitan Area Occupational Employment and Wage Estimates, May 2007 and May 2012

Occupation Code	Occupation Title	2007 employment	2012 Employment	Change in Employment	Percent Change	Job Zone
00-0000	All Occupations	358940	361560	2620	0.73%	#N/A
29-0000	Healthcare Practitioners and Technical Occupations	19210	21720	2510	13.07%	#N/A
39-0000	Personal Care and Service Occupations	8500	10900	2400	28.24%	#N/A
31-0000	Healthcare Support Occupations	8180	10200	2020	24.69%	#N/A
35-0000	Food Preparation and Serving Related Occupations	28560	30260	1700	5.95%	#N/A
17-0000	Architecture and Engineering Occupations	7810	8990	1180	15.11%	#N/A
25-0000	Education, Training, and Library Occupations	18440	19400	960	5.21%	#N/A
15-0000	Computer and Mathematical Occupations	4750	5580	830	17.47%	#N/A
41-0000	Sales and Related Occupations	37180	37860	680	1.83%	#N/A
51-0000	Production Occupations	20990	21500	510	2.43%	#N/A
43-0000	Office and Administrative Support Occupations	57760	58030	270	0.47%	#N/A
23-0000	Legal Occupations	2330	2480	150	6.44%	#N/A
33-0000	Protective Service Occupations	11970	12110	140	1.17%	#N/A
45-0000	Farming, Fishing, and Forestry Occupations	400	300	-100	-25.00%	#N/A
49-0000	Installation, Maintenance, and Repair Occupations	18330	18230	-100	-0.55%	#N/A
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	3760	3550	-210	-5.59%	#N/A
19-0000	Life, Physical, and Social Science Occupations	3470	3130	-340	-9.80%	#N/A
13-0000	Business and Financial Operations Occupations	14200	13770	-430	-3.03%	#N/A
37-0000	Building and Grounds Cleaning and Maintenance Occupations	11350	10720	-630	-5.55%	#N/A
21-0000	Community and Social Service Occupations	5330	4510	-820	-15.38%	#N/A
11-0000	Management Occupations	17870	16000	-1870	-10.46%	#N/A
47-0000	Construction and Extraction Occupations	31970	29090	-2880	-9.01%	#N/A
53-0000	Transportation and Material Moving Occupations	26570	23230	-3340	-12.57%	#N/A

**Human Capital - Regional Labor Demand:
Baton Rouge**

Source: Bureau of Labor Statistics, Metropolitan and Nonmetropolitan Area Occupational Employment and Wage Estimates, May 2007 and May 2012

Occupation Code	Occupation Title	2007 employment	2012 Employment	Change in Employment	Percent Change	Job Zone
29-1141	Registered Nurses	0	6720	6720	N/A	3
49-9071	Maintenance and Repair Workers, General	0	5160	5160	N/A	3
31-1014	Nursing Assistants	0	4210	4210	N/A	2
25-2022	Middle School Teachers, Except Special and Career/Technical Education	100	3030	2930	2930.00%	4
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	2410	4920	2510	104.15%	1
39-9021	Personal Care Aides	1690	4150	2460	145.56%	2
47-2061	Construction Laborers	3580	5630	2050	57.26%	2
29-2061	Licensed Practical and Licensed Vocational Nurses	3100	4310	1210	39.03%	3
15-1151	Computer User Support Specialists	0	1160	1160	N/A	3
15-1121	Computer Systems Analysts	0	1120	1120	N/A	4
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	5980	7000	1020	17.06%	3
25-2031	Secondary School Teachers, Except Special and Career/Technical Education	1910	2880	970	50.79%	4
17-2041	Chemical Engineers	380	1340	960	252.63%	4
35-2015	Cooks, Short Order	600	1460	860	143.33%	1
15-1142	Network and Computer Systems Administrators	0	800	800	N/A	4
51-1011	First-Line Supervisors of Production and Operating Workers	1460	2250	790	54.11%	2
13-1071	Human Resources Specialists	280	1010	730	260.71%	4
25-2054	Special Education Teachers, Secondary School	0	710	710	N/A	4
15-1131	Computer Programmers	0	680	680	N/A	4
31-1011	Home Health Aides	1330	1950	620	46.62%	2
49-9041	Industrial Machinery Mechanics	830	1430	600	72.29%	3
33-2011	Firefighters	330	880	550	166.67%	3
43-6012	Legal Secretaries	540	1050	510	94.44%	3
51-9199	Production Workers, All Other	860	1340	480	55.81%	2

Clusters - Neighborhood Business Data - Baton Rouge

source: ESRI Business Data Analyst (proprietary)

Traded Clusters	Establishments	Employment	Sales
Business Services	36	749	\$ 147,084,718
Financial Services	6	29	\$ 2,962,000
Education and Knowledge Creation	6	12	\$ 443,000
Transportation and Logistics	4	37	\$ 1,670,000
Hospitality and Tourism	4	81	\$ 12,912,319
Video Production and Distribution	3	8	\$ 460,000
Recreational and Small Electric Goods	2	4	\$ 91,000
Communications Equipment and Services	2	85	\$ 9,594,000
Media, Publishing and Design Services	2	6	\$ 2,972,111
Performing Arts	2	5	\$ 697,697
Agricultural Services	1	1	\$ 40,000
Construction Products and Services	1	4	\$ 340,000
Food Processing and Manufacturing	1	96	\$ 8,100,000
Wood Products	1	3	\$ 130,000
Printing Services	1	2	\$ 110,000
Production Technology and Heavy Machinery	1	15	\$ 2,200,000
Distribution and Electronic Commerce	1	3	\$ 180,000
Local Clusters	Establishments	Employment	Sales
Local Community and Civic Organizations	36	151	\$ 5,909,942
Local Real Estate, Construction, and Development	34	303	\$ 29,533,000
Local Commercial Services	25	144	\$ 10,860,000
Local Health Services	14	83	\$ 3,413,000
Local Personal Services (Non-Medical)	11	34	\$ 1,538,000
Local Motor Vehicle Products and Services	10	18	\$ 1,096,250
Local Food Service	6	8	\$ 297,000
Local Retail Clothing and Accessories	6	13	\$ 642,000
Local Entertainment and Media	4	7	\$ 829,689
Local Financial Services	4	146	\$ 20,790,000
Local Education and Training	3	30	\$ 941,249
Local Logistical Services	3	9	\$ 500,000

Regional Growth Clusters – Baton Rouge, LA

Source: Clustermapping.us

Traded Clusters	Total employment	Employment share	Change share	Emploment Change
Agricultural Products	870	0.3	-0.05	-165
Analytical Instruments	170	0.04	-0.01	-230
Apparel	70	0.06	-0.004	-375
Automotive	707	0.09	0.09	647
Biopharmaceuticals	70	0.03	0.008	10
Building Fixtures, Equipment and Services	567	0.1	0.01	-167
Business Services	13050	0.2	0.0001	3510
Chemical Products	7125	2.1	0.5	-818
Communications Equipment	20	0.01	0.01	10
Construction Materials	184	0.1	-0.0001	-76
Distribution Services	2275	0.1	0.006	497
Education and Knowledge Creation	1734	0.06	0.007	723
Entertainment	2328	0.2	-0.2	-902
Financial Services	2544	0.1	-0.03	-707
Fishing and Fishing Products	20	0.05	-0.009	-10
Forest Products	2053	0.7	0.3	79
Furniture	56	0.03	0.01	-24
Heavy Construction Services	30555	2.5	0.7	5093
Heavy Machinery	279	0.1	0.006	-64
Hospitality and Tourism	2658	0.1	-0.01	-211
Information Technology	967	0.1	0.07	631
Jewelry and Precious Metals	20	0.03	-0.05	-70
Leather and Related Products	70	0.09	0.04	10
Lighting and Electrical Equipment	80	0.04	0.02	10
Medical Devices	180	0.05	-0.003	-4
Metal Manufacturing	827	0.1	-0.02	-888
Motor Driven Products	115	0.05	0.05	95
Oil and Gas Products and Services	3124	0.6	-0.2	-228
Plastics	1431	0.3	-0.4	-4122
Power Generation and Transmission	1810	0.9	0.3	495
Processed Food	1322	0.1	-0.008	-169
Production Technology	687	0.2	0.02	-282
Publishing and Printing	723	0.09	0.01	-98
Sporting, Recreational and Children's Goods	10	0.02	0.008	N/A
Textiles	80	0.04	0.02	-10
Transportation and Logistics	3326	0.2	-0.1	-705
Total Traded Clusters	82107	0.28	0.03	1485

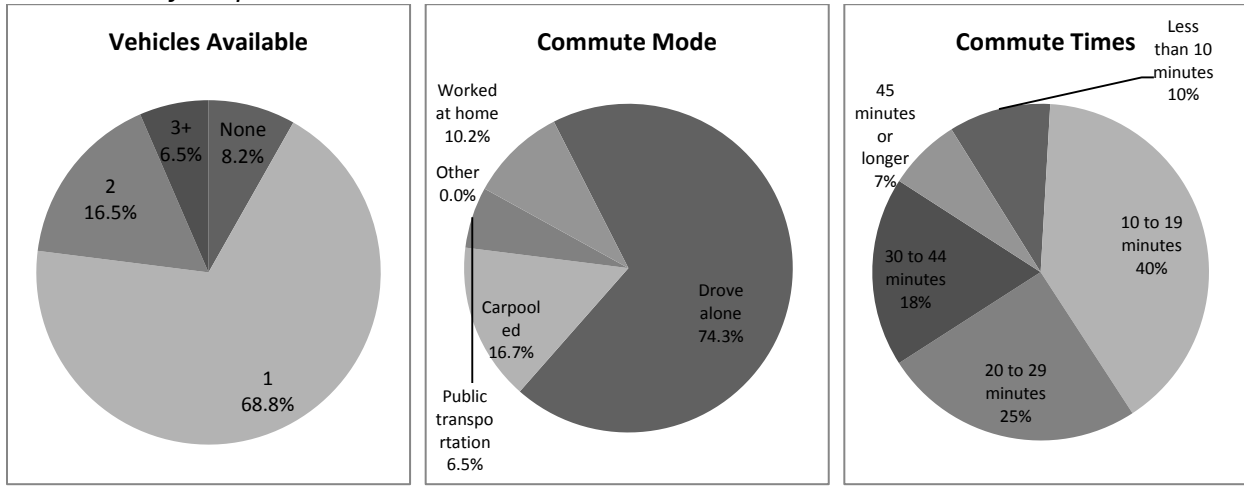
Regional Growth Clusters – Baton Rouge, LA

Source: Clustermapping.us

Local Clusters	Total employment	Employment share	Change share	Emploment Change
Local Commercial Services	28004	0.2	0.009	2750
Local Community and Civic Organizations	12823	0.3	-0.003	2862
Local Education and Training	5168	0.4	0.03	1447
Local Entertainment and Media	4026	0.3	0.0008	-931
Local Financial Services	13555	0.3	0.01	1688
Local Food and Beverage Processing and Distribution	10812	0.3	-0.01	-1217
Local Health Services	39922	0.3	-0.02	4924
Local Hospitality Establishments	29371	0.3	0.02	7187
Local Household Goods and Services	4063	0.2	-0.008	-516
Local Industrial Products and Services	5292	0.4	-0.04	-1783
Local Logistical Services	5022	0.2	-0.002	119
Local Motor Vehicle Products and Services	11582	0.3	0.01	-212
Local Personal Services (Non-Medical)	6946	0.3	0.01	1450
Local Real Estate, Construction, and Development	35532	0.4	0.1	7401
Local Retail Clothing and Accessories	14877	0.3	0.04	3440
Local Utilities	4850	0.3	0.08	790
Total Local Clusters	231845	0.3	0.014	29399

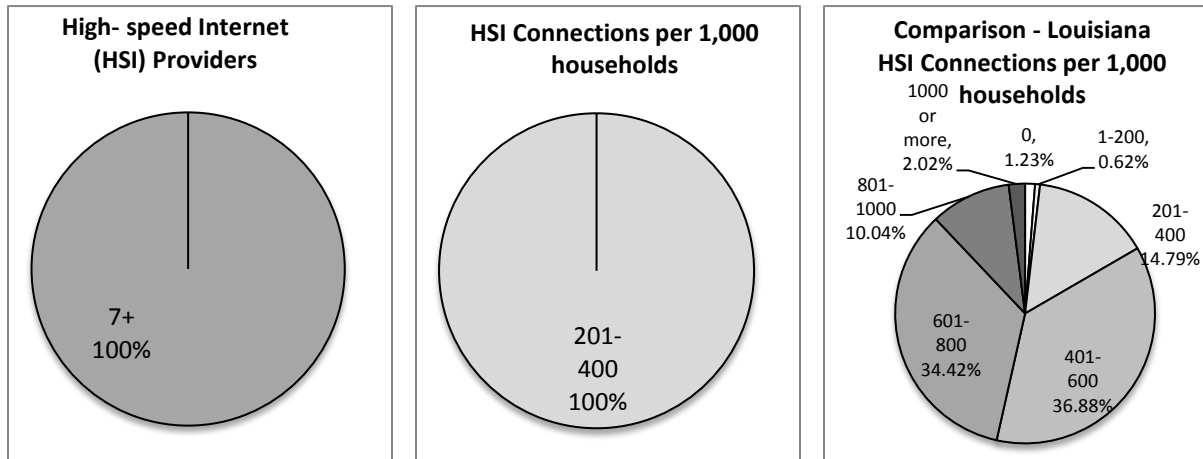
Urban Growth Form Data – Baton Rouge

Movement of People



Source: American Community Survey, Table S0801, 2008-2012 5-year estimates

Movement of Ideas – Broadband



“High-speed” is defined as 200 k/s or greater upstream or downstream.

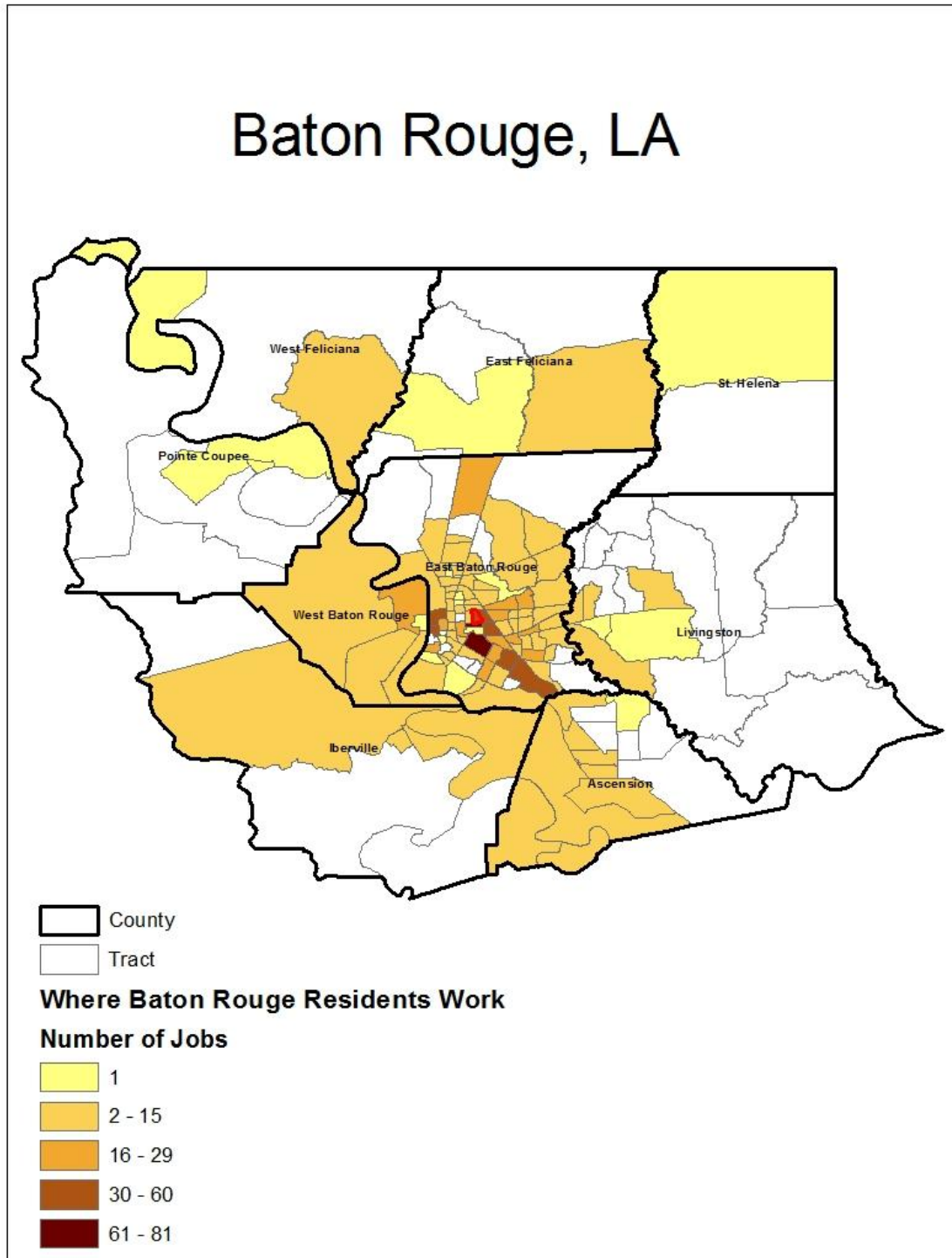
The “High-speed internet providers” chart indicates the percentage of the neighborhood with access to the specified number of providers. Higher numbers suggest better broadband access. (7+ is the highest category available)

The “High-speed internet connections per 1,000 households” chart provides information on high-speed Internet utilization in the community. Higher ranges indicate higher utilization. Comparison state data is provided to put the neighborhood-level numbers in context. As you can see, broadband utilization in the neighborhood is low compared to much of the state.

Data source: FCC Local Telephone Competition and Broadband Deployment 12/13 Report.

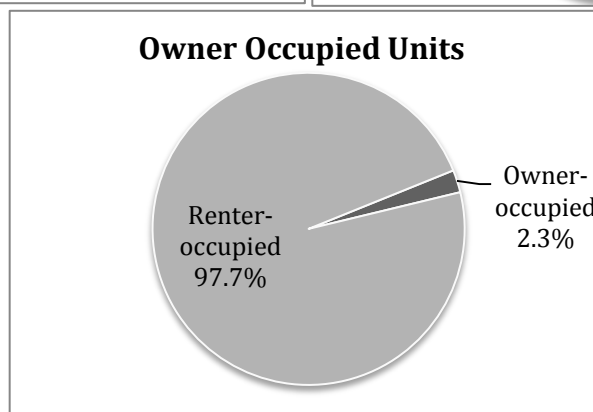
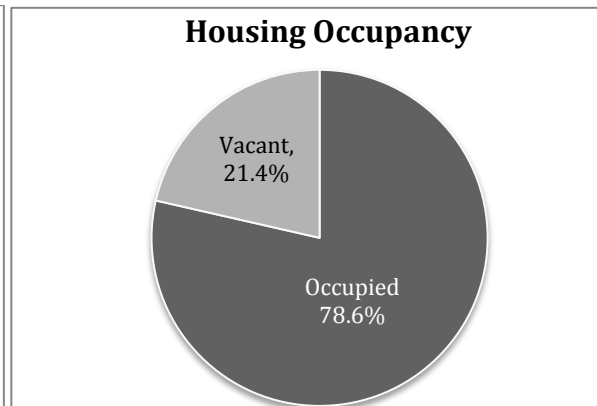
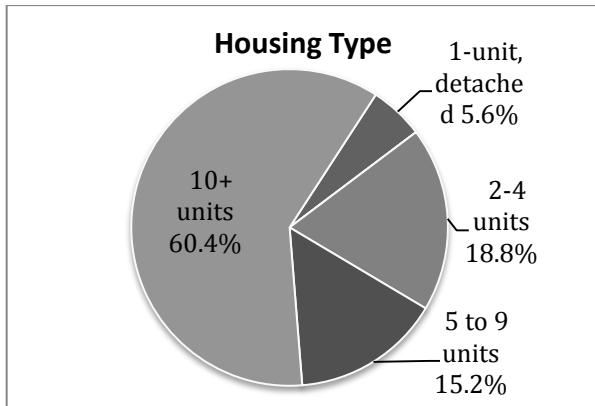
Urban Growth Form Data – Baton Rouge

Movement of People – Where Your Residents Work



Source: U.S. Census Bureau, Local Employment and Household Dynamics, 2011

Housing Data - Baton Rouge, LA



Value of Owner-Occupied Units	Number of Units	% of Total
Less than \$50,000	4	10.0%
\$50,000 to \$99,999	14	35.0%
\$100,000 to \$499,999	12	30.0%
\$500,000 to \$999,999	0	0.0%
\$1,000,000+	10	25.0%
Median (dollars)	\$104,200.00	

Gross Rent of Renter-Occupied Units	Number of Units	% of Total
Less than \$500	340	20.5%
\$500 to \$749	992	59.8%
\$750 to \$1,499	327	19.7%
\$1,500 or more	0	0.0%
Median (dollars)	\$665.00	

Median Age of Housing = 39 Years

Retail Supply Data - Baton Rougesource: ESRI Business Data
Analyst (proprietary)

Retail Category	Establishments
Supermarkets and Other Grocery (except Convenience) Stores	5
Electronics Stores	5
Home Centers	3
Women's Clothing Stores	2
New Car Dealers	2
Convenience Stores	1
All Other Miscellaneous Store Retailers (except Tobacco Stores)	1
Other Gasoline Stations	1
Men's Clothing Stores	1
Meat Markets	1
Shoe Stores	1
Nursery, Garden Center, and Farm Supply Stores	1
Optical Goods Stores	1
Family Clothing Stores	1
Department Stores (except Discount Department Stores)	1
Vending Machine Operators	1

Economic Place Making: Developing a "Neighborhood Business Plan" for _____

Choice Neighborhoods Convening

March 20-21, 2014

Mission/Goals:

Current Neighborhood Type/Characteristics:

Desired Neighborhood Type/Characteristics:

Market Analysis:

Human Capital

Clusters

Economic Place Making: Developing a "Neighborhood Business Plan" for _____

Choice Neighborhoods Convening

March 20-21, 2014

Innovation

Urban Growth Form

Governance

Neighborhoods as Places to Live

Housing

Retail

Other Amenities

Economic Place Making: Developing a "Neighborhood Business Plan" for _____

Choice Neighborhoods Convening

March 20-21, 2014

Strategies:

Initiatives – Products and Services