

CRISIS

Capital
Region
Industry for
Sustainable
Infrastructure
Solutions

AS THE SOUTHEAST RIVER REGION READIES ITSELF for the biggest industrial expansion in its history, there are new challenges emerging with the early impacts of new economic development projects and rapid growth. Companies located along the river corridor cite traffic congestion as a barrier for workforce recruitment and economic expansion, and the Capital Region faces unsustainable traffic choke points.

Community and business leaders have recognized the need for solutions to the region's increasing transportation problems for some time, and various groups have been working separately to address the Baton Rouge Area's infrastructure deficiencies. Even so, the region continues to face increasing traffic congestion and roadway capacity issues without a clear vision for addressing these concerns, and without a united leadership voice advocating for our transportation needs at the local and state level.

In order to help address these issues, the Greater Baton Rouge Industry Alliance (GBRIA), Baton Rouge Area Chamber (BRAC), and Center for Planning Excellence (CPEX) are assembling a coalition partnership to lead multi-phase, coordinated efforts for short-term to long-term regional transportation infrastructure improvements, including advancing state transportation funding solutions; working with the MPO to improve performance results, including IBM Smarter Cities Challenge recommendations implementation; and identifying and pursuing business-led infrastructure solutions.

This coalition will build on the work previously undertaken by BRAC's Transportation Issue Council and GBRIA's Traffic & Infrastructure Working Group, and CPEX's many planning successes, to develop an advocacy campaign with other potential partners in the capital region.

This is a critical time for leaders in the Capital Region to coalesce around priorities and to develop partnerships and collaborations to ensure well-coordinated implementation. The coalition will identify regional priorities by engaging local leaders, community stakeholders, and industry partners, and advocate for funding and specific, workforce-focused solutions.

Purpose of Coalition

To provide a leadership voice to address the Baton Rouge Area's transportation crisis, identifying solutions and advocating for their prioritization and funding.

- Advocate for and advance transportation solutions identified by GBRIA's working group, BRAC's transportation initiatives, and the sound planning principles of CPEX
 - Short-term projects to relieve urgent congestion issues
 - Medium-term projects to address ongoing traffic concerns
 - Long-term projects to ensure future transportation infrastructure sustainability
- Support the work of the MPO to develop high-quality planning and prioritization standards that lead to improved outcomes
- Advocate for implementation of data-driven transportation decision-making processes at every level
- Research and advocate for increased funding sources from the state level
- Identify and advocate for major transportation projects for the region
- Analyze regional transportation plans and major project proposals to identify infrastructure developments with the greatest cost-benefit ratio for congestion relief and economic development

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