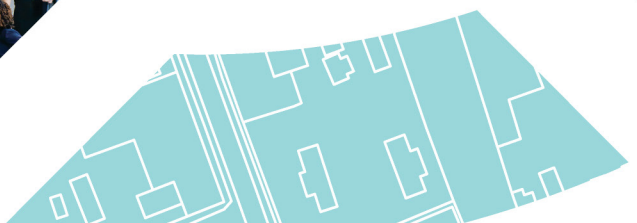


Brighter by Design

The Center for Planning Excellence 2024 Impact Report



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Leading the Way to a Bright Future



Camille Manning-Broome
President & CEO

Message from the President & CEO

Louisiana’s challenges are undeniable—and they are growing. Increasing impacts from climate change, aging infrastructure, and deep inequities threaten the future of our communities. Left unchecked, these forces will shape our state in ways that make it harder, not easier, to live, work, and thrive here.

And yet, everywhere we go across Louisiana, we find reasons for hope. We see it in the people who show up to shape the future of their neighborhoods. We see it in the mayors and local leaders who are turning bold plans into action. And we see it in the partnerships that bring vision and determination together to create real change.

Planning is what turns that determination into progress. It connects vision to reality, turning community voices into blueprints for impact. In 2024, your support made this possible—helping towns, cities, parishes, and people prepare for the future they want and deserve. Together, we are building a Louisiana where communities are stronger, safer, and ready for the challenges ahead.



Message from the Board Chair

CPEX’s ability to evolve and meet the changing needs of Louisiana’s communities is a testament to the dedication and expertise of our team. This year’s achievements highlight our commitment to ensuring smart growth and a more resilient future for our residents.

Robert Schneckeburger
Board Chair

CPEX 2024 Board of Directors

A guiding force for CPEX, the Board of Directors is an engaged group of community leaders with deep expertise in a range of disciplines and a passion for moving Louisiana forward.

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Hancock Whitney Bank

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Center for Planning Excellence (CPEX)

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Robert Verchick
Loyola University New Orleans College of Law

Our Mission

CPEX brings people, culture, and planning together to make great places happen. We champion the power of good planning to build livable, resilient communities throughout Louisiana.

Our Vision

CPEX is working to shape a future for Louisiana that provides opportunities for all residents to thrive in safe, healthy, and resilient towns and cities that are economically strong and sustainable.

Our Team

The CPEX team brings a unique blend of expertise that spans from neighborhood-scale visioning to statewide policy design. With more than 250 combined years of experience, CPEX's planners, policy researchers, designers, and strategists are well-equipped to meet the evolving needs of Louisiana communities.

From drafting local ordinances to facilitating statewide policy development, our work advances community vision through planning, design, data, engagement, and implementation. At CPEX, planning isn't just about what's next—it's about what's possible.

Catalyzing Progress Across Louisiana

From the pine forests of North Louisiana to the Gulf Coast’s working waterfronts, CPEX’s work spans the state. Each project highlighted below reflects a deep understanding of place and a commitment to meeting communities where they are—with tailored strategies that connect them to a stronger, more prosperous and resilient future.



This map showcases the breadth of our partnerships and our impact in 2024. Behind every pin is a collaboration, an engagement, or a community-driven plan helping Louisiana move forward—one project, one neighborhood, one policy at a time.

In addition to our place-based engagement, CPEX works at the state level, enhancing the capacity of agencies and leaders to provide the support communities need to tackle big challenges, and the comprehensive planning needed to align strategies and investments across the state.

Together, these efforts represent a coordinated push to strengthen Louisiana’s resilience, vitality, and quality of life at every scale. From neighborhood plans to state policy, CPEX’s work is shaping how communities grow and adapt, and the projects listed below demonstrate the scope of our work across the state in 2024.

Our Work in 2024

Local Planning & Implementation

- Abbeville Comprehensive Master Plan and Implementation
- Healthy Community Design, Planning, and Implementation (Assumption Parish, Bastrop, Bunkie, Homer, Houma, Sunset, Vidalia)
- Baton Rouge Mayoral Candidate Forum
- Baton Rouge Complete Streets Ordinance
- Baton Rouge Parking Day
- Southern University Campus Master Plan Implementation (Baton Rouge)
- Technical Assistance Workshop for Solar Development (Baton Rouge, Lafayette)
- Northeast Louisiana Regional Rail and Port Master Plan (Lake Providence, St. Joseph, and Vidalia)
- Thriving Communities Partnership with Louisiana Office of Planning and Budget and Louisiana Main Streets (Franklin, Homer, New Roads, Opelousas, St. Martinville, Winnsboro)
- Toledo Bend Visioning (Sabine and Desoto Parish)
- Technical Support and Stakeholder Engagement for Community Benefits (St. Helena)
- Tribal Resilience Plan (Grand Caille/Dulac Band of Biloxi-Chitimacha-Choctaw, Terrebonne Parish)

Statewide Policy & Planning

- Germany Offshore Wind Study Tour
- Louisiana Energy Analysis Plan (LEAP) Stakeholder Engagement
- Louisiana’s Comprehensive Offshore Wind Roadmap
- Tree Canopy Cultivation Guide
- Louisiana Smart Growth Summit
- Louisiana Clean Energy Fund
- Solar for All

Bright Ideas to Power Our Future

Good planning is so much more than ideas on paper—it’s about guiding the choices we make, the partnerships we build, and the investments we make in a way that authentically reflects community needs and vision. In communities across Louisiana, CPEX is helping move bold ideas from inspiration to implementation.

Whether it’s connecting leaders to new ideas and opportunities, creating policy that paves the way to affordable and reliable energy, or helping communities navigate tough choices, our work proves that bright futures begin with thoughtful planning.

Louisiana Clean Energy Fund

Planning for our energy future requires tools, strategies, and investments that reflect the lived experience of Louisiana residents. In 2024, CPEX made significant strides toward that goal—launching new resources and partnerships that will improve energy access, reduce household costs, and create opportunity across the state.

Through a partnership with the Baton Rouge Area Foundation, CPEX helped establish the Louisiana Clean Energy Fund (LCEF), a nonprofit “green bank” that leverages public and private financing, enabling the state and communities to secure funding for renewable energy and energy efficiency projects, such as community-scale and rooftop solar. Through this work, LCEF aims to strengthen Louisiana’s economy, improve energy affordability, and increase resilience to climate change impacts.

Over the past year, LCEF has built a strong coalition of stakeholders and developed key partnerships to lay the groundwork for bringing renewable energy solutions to communities across the state. Along with these partners, CPEX is mobilizing to ensure state leaders prioritize residents’ access to reliable, affordable energy, and local leaders have the information they need to make the choices that best serve their communities.



Community Roundtables & the Louisiana Solar Development Toolkit

CPEX is helping Louisiana communities lead the conversation on where and how solar development fits into their future, with planning that aligns infrastructure development with land use, community values, and long-term needs. In 2024, we convened two Solar Toolkit Roundtables in 2024—one in Baton Rouge and one in the Acadiana region—to equip local leaders with knowledge and tools to guide solar development that meets community needs and reflects community preferences.

These convenings brought together mayor-presidents, planning staff, and regional commissions to learn from experts and each other. Participants explored best practices in zoning, permitting, and public engagement—topics reflected in CPEX’s Louisiana Model Solar Development Toolkit. **Designed to help local governments make thoughtful, community-informed decisions, the toolkit provides sample ordinances, land use guidance, and strategies for integrating solar into existing plans.**



Comprehensive Wind Roadmap & Germany Study Tour

Since its inception, CPEX has been helping Louisiana plan for the future of the state. From the Louisiana Speaks regional recovery plan to the Smart Growth Summit, our work has always focused on what's on the horizon for our communities—building strategies that prepare Louisiana for the challenges and opportunities ahead.

In 2024, CPEX continued this tradition by leading the Louisiana-Germany Offshore Wind Connections Study Tour. This landmark effort brought together a delegation of Louisiana policymakers, port officials, and energy leaders to experience firsthand one of the world's most advanced offshore wind economies. Through meetings with government agencies, site

tours, and participation in WindEnergy Hamburg 2024, the group explored best practices in workforce training, infrastructure development, and regulatory frameworks—gaining valuable insights into what it takes to compete in the renewable energy economy.

These lessons are directly informing the **Comprehensive Wind Roadmap**, a strategic guide that will help Louisiana leverage its fourth-in-the-nation offshore wind potential to create jobs, attract investment, and strengthen economic adaptability. By connecting long-term planning to emerging opportunities, the roadmap positions Louisiana as a leader in the nation's renewable energy future.



Healthy Communities are Cool and Connected

Our health is shaped by the places we walk, the neighborhoods where we gather, and the systems we depend on every day. CPEX’s planning work shows up in these places—in the form of safer streets, shaded corridors, and strategies that support healthier lives across generations.

This year, our efforts focused on making the built environment more responsive to health, more resilient to climate stress, and more connected to the needs of everyday people. From community-driven ordinances to statewide policy and local placemaking, we continue to design systems that help people live better.

Walk Action Institute

We know now that our health is largely determined by where we live. In 2024, CPEX continued building healthier communities across Louisiana by embedding health priorities into local planning and policy. In partnership with both the Louisiana Department of Health (LDH) and the LSU AgCenter, CPEX worked hand-in-hand with communities experiencing poor health outcomes to expand access to safe, active transportation options; develop policies that support access to healthy food and daily physical activity; and reimagine public spaces to promote social cohesion and healthy choices.

CPEX partnered with LDH and the Centers for Disease Control and Prevention to engage multidisciplinary teams led by mayors of 5 Louisiana municipalities in a Walk Action Institute. This 4-day workshop provided expert instruction on the connections between health and the built environment, strategies for developing infrastructure that supports community health, and assistance for each participating community to develop a walk action plan.

Following the Walk Action Institute, **CPEX and LDH were able to provide additional assistance to Abbeville, Bunkie, and Sunset to implement key strategies from their plans.** By providing technical expertise and fostering collaboration among state agencies, municipalities, and community organizations, CPEX is helping to ensure that Louisiana’s neighborhoods are designed to support active living and healthy connections, enhancing well-being for all residents.



East Baton Rouge City-Parish Complete Streets Ordinance



Safer streets are key to creating communities where everyone can move freely and confidently—whether walking, biking, riding transit, or driving. Designing streets with all users in mind not only improves mobility, but also supports public health, equity, and economic vitality.

Baton Rouge has long recognized the importance of creating streets that serve everyone, and 2024 marked a significant milestone in advancing that vision. After more than a decade of advocacy and technical support, **CPEX helped secure the passage of Baton Rouge’s Complete Streets Ordinance—the second of its kind in Louisiana and recently named one of the top 10 Complete Street policies in the nation by Smart Growth America.** This landmark policy formalizes a long-standing vision: that public streets should be safe and accessible for everyone, regardless of age, ability, income, or mode of transportation.

Tree Canopy Cultivation Guide & North Baton Rouge Green Lab



Urban neighborhoods with fewer trees face higher temperatures, poorer air quality, and greater vulnerability to the impacts of climate change. Expanding urban tree canopy is one of the most effective ways to cool streets, improve environmental equity, and build long-term community resilience.

In North Baton Rouge, CPEX is working to address extreme heat and air quality by planning and implementing green infrastructure. Under a USDA grant led by Southern University’s department of Urban Forestry and Natural Resources, CPEX is engaging students and residents, assessing existing tree canopy, and identifying priority planting sites to strengthen campus-community connections and build long-term resilience through strategic tree canopy expansion.

As part of this work to improve environmental equity and public health outcomes through expanded tree canopy, CPEX will apply its **Tree Canopy Cultivation Guide**—a practical tool for local governments, organizations, and residents that outlines the benefits of urban trees, best practices for integrating tree canopy into long-term development plans, and provides Louisiana-specific strategies for planting and maintenance.

By recognizing shade as essential infrastructure, CPEX is helping communities cool streets, improve health, and grow resilience—one tree at a time.

Blueprints for Impact

At CPEX, we recognize that the best plans are built to move from ideas to action. That's why we work hand-in-hand with communities to create plans that are not only inspiring, but also actionable. Whether shaping a city's first master plan or exploring future possibilities for a critical regional asset, our role is to equip communities with the tools, strategies, and support they need to bring their vision to life. These plans don't sit on shelves—they guide real decisions, spark momentum, and evolve as communities grow. CPEX is committed to being a long-term partner in that journey, helping ensure each plan leads to meaningful, lasting impact.

Abbeville Master Plan

Abbeville is a city with deep roots and big ambitions—ready to design a future as vibrant as its culture. In 2024, CPEX joined forces with Mayor Roslyn White to launch Abbeville's first-ever master planning process, engaging residents around a shared vision and charting a course to a more resilient, connected community.

The process began where every plan should—with the people who call Abbeville home. Through walking tours of neighborhoods paired with interactive visioning workshops and hands-on public meetings, residents mapped out what mattered most: safer, more walkable streets; revitalized corridors that reflect local pride; and neighborhoods designed to withstand future challenges.

To kickstart implementation and translate these priorities into action, CPEX worked with the city to pilot a demonstration project—a temporary infrastructure installation that calmed traffic and repurposed underused public space, proving how thoughtful design can transform the feel and function of a street. The demonstration fueled momentum and inspired new ideas, leading to permanent improvements that reflect community support. The end result was a master plan that captures Abbeville's vision while providing actionable steps to bring the community's ideas to life.



Toledo Bend Vision Statement & Port Master Plan

Planning for vibrant communities is about balancing economic opportunity with the values and priorities of the people who live and work there. In 2024, CPEX helped communities across Louisiana shape long-term visions for their ports, waterfronts, and main streets, unlocking potential while protecting quality of life.

In the Toledo Bend Reservoir, CPEX partnered with the Sabine River Authority to lead a visioning process for this vital regional asset. Through workshops and public meetings, stakeholders came together to define a shared vision that balances economic opportunity, environmental stewardship, and quality of life for the future.

And in Northeast Louisiana, CPEX launched a planning effort to shape future port development, facilitating public engagement early in the process so that community voices shaped the vision from the outset.

Through each of these efforts, CPEX is helping Louisiana communities think big about what's possible while staying grounded in what matters most to the people they serve—building places where economic opportunity and quality of life go hand in hand.



Connecting the People Who Plan for Louisiana's Future

Louisiana Office of Planning and Budget & Smart Growth Summit



Across Louisiana, CPEX is helping bridge the gap between local priorities and statewide action, ensuring that the insights and challenges of communities shape the policies, investments, and programs that guide the state's future.

The **Smart Growth Summit** is CPEX's biannual gathering of planners, policymakers, and community leaders. In 2024, the Summit equipped decision-makers with cutting-edge strategies and real-world examples for shaping Louisiana's built environment—from infrastructure investment and economic development to environmental resilience and housing equity. The Summit brings together Louisiana's leaders and planning practitioners with thought leaders and innovators from across the country, creating a space for fresh ideas, shared learning, and new approaches that inspire progress at home.

CPEX is also partnering with the **Louisiana Office of Planning and Budget (OPB)**, which serves as a central hub for coordinating collaboration across state agencies. Together, we are assessing the state's planning landscape—gathering input from local mayors, planning commissions, and municipal staff to identify priorities and build local capacity. Through the **Thriving Communities Program**, CPEX and OPB are piloting a new technical assistance project for six underserved Louisiana Main Street communities facing challenges at the intersection of health, climate, and infrastructure. By engaging local leaders and coordinating state agency support, this work is laying the foundation for targeted state support and long-range planning.

Along with CPEX's community-based work, these efforts are building a stronger statewide planning culture—rooted in local knowledge, supported by shared resources, and focused on a resilient, prosperous future for all Louisianians.



The Path Ahead Is Bright

What's next for Louisiana— and how we'll shape it together

Louisiana's communities are at a pivotal moment, facing new economic and energy opportunities, grappling with increasing climate challenges, and navigating political change. Looking ahead, CPEX will continue to lead with purpose—scaling up our tools, expanding partnerships, and deepening support for communities at every stage of the planning process. **We are focused on strengthening local planning efforts to meet the moment, and we are engaging with state leaders to help shape policies that reflect community needs and work to build long-term resilience across Louisiana.**

At its heart, this work is about action. Every plan, policy, and project is part of a bigger vision: to ensure every community in Louisiana has the ability to plan for a brighter future. And it's made possible by the people and organizations who stand with us and support our work. Your commitment fuels the ideas, relationships, and momentum that make progress possible. **If you're inspired by the work we've shared here, we invite you to join us in shaping what's next.**



Bright Futures Made Possible by You

Our members are more than supporters—they are partners in progress. Their generosity fuels the planning, engagement, and innovation that drive everything we do.

By becoming a CPEX member, you help create a more equitable, sustainable, and resilient Louisiana.

2024 Members

Excellence | \$25,000+

Cordell and Ava Haymon * +

Champion | \$10,000+

Charles W. Lamar III, Charles Lamar Family Foundation * +

John A. Thomas and Elizabeth F. Thomas * +

Joanna Wurtele +

Investor | \$5,000+

Lipseys LLC

PSC Helping Hands Foundation * + ^

Leader | \$2,500+

AARP Louisiana + ^

The Beverly and Dudley Coates Family Fund +

The Catherine Coates and Brian Hales Family Fund +

Douglass Stewart Coleman * +

Gordon and Teri LeBlanc * +

Virginia and John Noland +

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Builder | \$1000+

The Tom and Lisa Adamek Family Fund

Camille Manning-Broome and Devin Broome * +

Preston & Marion Castille *

Kevin Lyle and Renee Chatelain

Chris & Nicole Ciesielski *

Steve Cochran *

Jay and Cathy Dardenne *

John G. Turner and Jerry G. Fischer * +

Dr. Chris and Kelsey Funes *

Liz Hampton

Kidder & Schultz CPAs, LLC *

Kleinpeter Farms Dairy, L.L.C.

Scott Kirkpatrick

Kevin and Debbie Knobloch +

Alden and Margaret Laborde Foundation

Mary Landrieu *

Lard Oil Company

LRK Inc. * +

Mr. and Mrs. Rich Major *

Erin Monroe * +

Alma Lee, Norman and Cary Saurage Fund +

Anne and Andy Thomas * +

Mike Wampold *

WHLC Architecture * +

2024 Financials

Every member dollar contributed enables CPEX to raise 36 additional dollars to support our mission-driven planning and policy work throughout the state.

Earned Income: \$4,598,655

Membership: \$126,784

Total Revenue: \$4,725,439

Partner | \$500+

Brian and Barbara Haymon +

Conville and Polly Lemoine +

Partners Southeast

Rampart/Wurth Holding, Inc. dba Rampart Multifamily Management and Rampart Commercial Management

Janet Tharp

Advocate | \$250+

Brian and Sharon Andrews

Warren and Brenda Birkett

Nancy Bogan +

Jim and Janie Brandt +

Sandra Gunner

Duncan and Jessica Kemp

Susan P. and F. Barrow Leake +

Cornelius and Karen Lewis +

M2 Brokerage

Stephen and Heather Moret +

Michael Olinde/Olinde Group +

Steve and Martha Strohschein +

Friends of CPEX | Up to \$249

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Jamie and John Clark

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Caroline Gallaspy

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Alina Hess

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Judy Kahn

Mary Terrell Joseph +

Wendy Jumonville

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Jason Neville

Sarah Pulliam

* Visionary Circle Members

+ 10 Year Members

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