

State of the Parish: Partners in the Past Looking to the Future
Savoie and Durel presentation
Feb. 2, 2010

I. Welcome, opening remarks, introductions

THANK YOU. I'D LIKE TO THANK IBERIA BANK AND THE INDEPENDENT FOR PUTTING THIS ON AGAIN. IT IS THE 7TH TIME I STAND BEFORE YOU TO GIVE THE STATE OF THE PARISH.

AS IN PAST YEARS I HAVE TRIED TO DO SOMETHING A LITTLE DIFFERENT TO HIGHLIGHT SOME ELEMENT OF OUR COMMUNITY THAT MAKES IT FUNCTION THE WAY IT DOES.

I WELCOME ALL OF THESE COMMUNITY PARTNERS TO BE UP HERE TODAY.

- II. – Mr. Durel gives background of lecture series and State of the Parish address
 – Compares UL to a city as a segue to Dr. Savoie

I CONSIDER THIS TO BE ONE OF THE MOST EXCITING AND CHALLENGING TIMES, SINCE I TOOK OFFICE IN JANUARY OF 2004. CHALLENGING BECAUSE THE NATIONAL RECESSION HAS CERTAINLY TOUCHED US HERE.

BUT WE'RE DOING PRETTY GOOD. LET ME PUT IT IN PERSPECTIVE WITH THIS BRIEF SNAPSHOT OF WHERE WE ARE TODAY.

OUR EMPLOYMENT PICTURE MAY NOT BE AS "ROSY" AS THOSE RECORD-BREAKING LEVELS WE SAW WHEN THE

**UNEMPLOYMENT RATE DROPPED BELOW THREE-PERCENT.
BUT LET'S LOOK AT DECEMBER'S NUMBERS AND HOW WE
COMPARE TO THE REST OF MAJOR CITIES IN OUR STATE:**

LAFAYETTE: 5.5%
METAIRIE, KENNER: 6.2%
ALEXANDRIA: 6.8%
BATON ROUGE: 6.9%
LAKE CHARLES: 6.9%
SHREVEPORT: 7.1%
LOUISIANA: 7.5%
NEW ORLEANS: 9.5%
SOUTHERN REGION: 9.6%
U.S.: 10%

**THERE IS NO DENYING THAT THE ECONOMICAL PLIGHT
OF THE COUNTRY HAS AFFECTED LAFAYETTE. OUR
SALES TAXES CONTINUE TO DECLINE AND IF THERE ISN'T
A LEVELING OFF IN THE NEXT FEW MONTHS, WE WILL BE
FORCED TO MAKE SOME DIFFICULT DECISIONS AS IT
RELATES TO CUTTING OUR BUDGET.**

**AS YOU KNOW, WE HAVE ALREADY MADE SOME TOUGH
DECISIONS AND THEY HAVE BEEN SMART DECISIONS TO
REDUCE LCG'S BUDGET BY EIGHT PERCENT, MUCH OF
THAT DUE TO LOWER FUEL COSTS FOR LUS.
BUT, OVER THE LAST SIX YEARS, WE HAVE TRIMMED THE
FAT, ELIMINATED UNNECESSARY POSITIONS, WHILE
PROVIDING MINIMAL INCREASES IN SOME ESSENTIAL
COSTS THAT PROVIDE THE SERVICES YOU HAVE COME**

TO EXPECT. THIS SLIDE SHOWS WHAT IT COSTS TO RUN THIS HALF-BILLION DOLLAR BUSINESS.

THERE ARE THOSE WHO BELIEVE WE SHOULD BE CUTTING DEEPER.

AFTER ALL, BUSINESS DOES IT, RIGHT? SO GOVERNMENT SHOULD TOO. LET ME EXPLAIN WHY THAT IS A MISLEADING STATEMENT WITH NEGATIVE CONSEQUENCES FOR YOU AND ME.

WHEN A BUSINESS SEES A DECLINE IN SALES ITS BECAUSE THERE IS A DECLINE IN CUSTOMERS... IN DEMAND FOR ITS PRODUCT OR SERVICE.

NOT SO IN LOCAL GOVERNMENT. RAIN AND FLOODING DOESN'T STOP IN A POOR ECONOMY. THE NEED FOR POLICE AND FIRE PROTECTION DOESN'T DECLINE. IN FACT, DEMAND FOR POLICE INCREASES IN A WEAK ECONOMY.

AND, UNLESS THERE IS A MASSIVE OUT MIGRATION, THE DEMAND ON OUR UTILITIES CONTINUES AND AGAIN POSSIBLY INCREASES.

IT IS NOT TO SAY THAT WE CAN' T BE A LITTLE STRATEGIC, BUT THERE WILL ALWAYS BE CONSEQUENCES.

WE DON'T SIMPLY MAKE BUDGET CUTS; WE MAKE CUTS IN THE SERVICE YOU EXPECT, IN FACT, YOU DEMAND.

- CONSOLIDATION?

I HAD TO RE-WRITE THIS LAST NIGHT. CONSOLIDATION AND WHETHER OR NOT IT IS WHAT WE ALL EXPECTED CANNOT BE IGNORED. I BELIEVE IT IS TIME TO DISCUSS IT AND CONSIDER THE OPTIONS...AND THE CONSEQUENCES.

THERE IS NO DOUBT THAT THE ENTITY THAT HAS BEEN MOST NEGATIVELY AFFECTED BY CONSOLIDATION IS THE CITY OF LAFAYETTE. I KNOW THERE IS PLENTY OF FRUSTRATION IN THE UNINCORPORATED AREA, AND CONSOLIDATION IS CONVENIENT TO BLAME.

BUT UNDERSTAND, IT IS NOT THE SYSTEM, IT IS THE MONEY...OR LACK OF. WE WILL CONTINUE TO PROVIDE THE BEST LEVEL OF SERVICE WE CAN WITH THE RESOURCES WE HAVE.

REGARDLESS OF WHERE THE DISCUSSION TAKES US, IT IS IMPERATIVE THAT WE DO EVERYTHING WE CAN TO MAINTAIN THE VITALITY OF THE CITY OF LAFAYETTE. THIS CITY IS THE ENGINE THAT DRIVES NOT ONLY THIS PARISH, BUT ALSO ALL OF ACADIANA.

IF THE CITY OF LAFAYETTE IS WEAKENED, THE ENTIRE REGION WILL SUFFER.

AS YOU SHOULD KNOW BY NOW, THE CHARTER COMMITTEE VOTED YESTERDAY TO RECOMMEND THAT THE COUNCIL PUT DECONSOLIDATION UP FOR A VOTE OF THE PEOPLE. WE HAVE HAD A 14-YEAR EXPERIMENT, SO MAYBE IT IS TIME FOR THE PEOPLE TO DECIDE IF THEY WANT TO CONTINUE.

AND WE ARE NOT ALONE. EAST BATON ROUGE IS HAVING THE SAME DISCUSSION...AND THEY CONSOLIDATED IN THE EARLY 40'S.

LET'S DISCUSS OUR FIBER POWERED FUTURE:

AFTER ROLLING OUT OUR FIBER TO THE HOME LAST FEBRUARY, WE HAVE NOW BEGUN HOOKING UP BUSINESSES.

AND, WHILE WE PROMISED TO HAVE THE ENTIRE CITY WIRED AND READY FOR HOOK UP IN 24 MONTHS, WE WILL ACTUALLY HAVE THE CITY WIRED BY JULY OF THIS YEAR, SIX MONTHS EARLIER THAN EXPECTED.

I AM HAPPY TO SAY THAT THE ROLL OUT IS GAINING STEAM AND WHILE WE HAVE HAD THE EXPECTED OCCASIONAL GLITCHES, PEOPLE HAVE BEGUN TO EXPERIENCE THIS TREMENDOUS ASSET.

OUR ATTENTION NOW NEEDS TO TURN TO FIGURING OUT HOW WE CAN GET THE MOST USE OUT OF THIS NETWORK THEREBY ALLOWING US TO REALIZE THE GREATEST RETURN ON THIS INVESTMENT IN OUR FUTURE.

WHEN WE WERE HAVING OUR DEBATE ABOUT THIS SMART INFRASTRUCTURE, WE OFTEN TALKED ABOUT HOW THIS EFFORT WAS NOT JUST ABOUT GETTING HIGHER QUALITY CABLE TV, CHEAPER OR AMAZING INTERNET SPEED AT AFFORDABLE PRICES. THE REASONS WE'RE DOING THIS ARE TO DRIVE ECONOMIC DEVELOPMENT AND TO IMPROVE OUR QUALITY OF LIFE.

LUCKILY WE LIVE IN A COMMUNITY OF INNOVATORS WHO ARE ALREADY PUSHING THE ENVELOPE TO TRANSFORM LAFAYETTE. BUT WE WANT TO ENGAGE THE ENTIRE COMMUNITY IN THIS TRANSFORMATIVE PROCESS, BECAUSE WE CAN MAKE THE BIGGEST STRIDES AS A COMMUNITY, IF WE ALL COME TOGETHER TO WORK ON A SHARED GOAL. THAT'S WHY WE'RE GOING TO BE HOLDING A SERIES OF **CAMPFIBER** EVENTS.

THESE PARTICIPANT-DRIVEN CONFERENCES WILL BE OPPORTUNITIES FOR LOCAL INNOVATORS TO SHARE THEIR PROJECTS, GET FEEDBACK FROM THE COMMUNITY, AND FOR EVERYONE TO DISCUSS WHAT THE FIBER-POWERED FUTURE OF LAFAYETTE CAN LOOK LIKE. YOU CAN LOOK FORWARD TO HEARING MORE ABOUT THESE EVENTS IN THE NEAR FUTURE.

AND I'M HAPPY TO ANNOUNCE HERE TODAY THAT WE'RE GOING TO BE HOLDING A BIG EVENT IN APRIL CALLED **FIBERFETE**. WE'RE BRINGING EXPERTS FROM AROUND THE WORLD TO LAFAYETTE TO MEET WITH LOCAL INNOVATORS TO DISCUSS WHAT OUR FIBER FUTURE LOOKS LIKE AND PLAN ON HOW WE GET FROM HERE TO THERE.

FIBERFETE WILL BE AN INTERNATIONAL SHOWCASE FOR OUR COMMUNITY OF INNOVATORS. HELD APRIL 20-22, WE'LL BE ABLE TO INTRODUCE THESE LEADERS TO FESTIVAL INTERNATIONAL SO WE CAN SHOW THEM WHAT IT MEANS TO HAVE A GOOD TIME, CAJUN-STYLE. TO HELP MAKE THIS EVENT A SUCCESS, A FIBERFETE HOSPITALITY FUND HAS BEEN SET UP WITH THE COMMUNITY FOUNDATION OF ACADIANA. INDIVIDUALS CAN CONTRIBUTE TO HELP US PUT ATTENDEES IN HOTELS AND FEED THEM WHILE THEY'RE IN TOWN.

LAFAYETTE IS SETTING OUT TO BE NOTHING LESS THAN GROUND ZERO FOR THE DEVELOPMENT OF THE NEXT GENERATION OF THE INTERNET.

WE'RE NOW GETTING HOOKED UP TO THE FASTEST BROADBAND NETWORK IN THE COUNTRY.

I'M COMMITTED TO SEEING LAFAYETTE BUILD ON WHAT'S ALREADY GREAT ABOUT OUR CITY AND OUR PARISH, BY US BECOMING A LEADER IN DRIVING FIBER-POWERED 21ST CENTURY INNOVATION.

LEI

OUR INITIATIVE TO ATTRACT THE MOVIE INDUSTRY TO LAFAYETTE AS A WAY TO DIVERSIFY OUR ECONOMY IS STARTING TO PAY DIVIDENDS.

WE HAVE HAD NEARLY A DOZEN MOVIES SHOT IN AND AROUND LAFAYETTE INCLUDING DISNEY'S \$44M, SECRETARIAT. AND WE HAVE MORE TO COME!

FOR US, IT ALL BEGAN WITH BULLET FILMS WHEN KEN BADISH POLITELY AGREED TO MAKE A VISIT TO LAFAYETTE. TODAY HE HAS THREE COMPANIES HERE. AND, WHILE HE HAS NEVER BEEN IN TOWN FOR THIS EVENT BEFORE, HE IS IN ATTENDANCE WITH MY FAMILY TODAY.

KEN, PLEASE STAND UP.

AS A DIRECT RESULT OF SECRETARIAT COMING TO TOWN, PIXEL MAGIC WAS EXPOSED TO OUR ACADIANA HOSPITALITY. BUT, THEY WERE ALSO EXPOSED TO LITE. WITH THE HELP OF LEDA, THEY NOW HAVE AN OFFICE IN

LITE, LOOKING TO HIRE OUR YOUNG PEOPLE THAT WANT TO WORK IN THE INDUSTRY.

THIS IS INDICATIVE OF THE PARTNERSHIPS REQUIRED TO GROW AN ECONOMY. PIXEL IS HERE BECAUSE OF A PARTNERSHIP WE HAVE WITH A PRIVATE SECTOR COMPANY WORKING WITH LOCAL GOVERNMENT AND OUR UNIVERSITY.

TWO YEARS AGO, WE MADE AN EXPLORATORY TRIP TO THE CANNES FILM FESTIVAL. WHILE THERE WE ASKED ABOUT LOUISIANA GETTING A PAVILION.

WE WERE TOLD IT WOULD NEVER HAPPEN. THEY SAID ONLY COUNTRIES, NOT STATES, GET PAVILIONS.

OBVIOUSLY, THEY UNDERESTIMATED OUR ABILITY TO BEG.

WELL, BY THE TIME WE LEFT THERE THIS PAST YEAR, LAFAYETTE HAD A PAVILION!

THAT'S RIGHT LITTLE OLE LAFAYETTE ACCOMPLISHED SOMETHING WE WERE TOLD NO STATE COULD EVER GET.

BUT, WE KNOW THAT LAFAYETTE ALONE IS NOT GOING TO ATTRACT THE INDUSTRY.

WE KNOW THAT ALL OF OUR NEIGHBORING PARISHES WILL PLAY A ROLE, SO I INVITED THE FIVE SURROUNDING PARISHES TO JOIN WITH US SO WE COULD HAVE AN ACADIANA PAVILION.

I AM HAPPY TO SAY THAT ST. MARTIN PARISH, IBERIA PARISH, ACADIA PARISH AND ST. LANDRY PARISH HAVE COMMITTED TO PARTICIPATE.

THIS IS REGIONALISM AT ITS BEST!

I'D LIKE TO THANK LEDA AND LCVC FOR THEIR CONTINUED FINANCIAL SUPPORT, WITHOUT THEM, WE MAY NOT BE HAVING THIS DISCUSSION.

NOW LISTEN TO THIS!

I AM EXTREMELY PROUD TO TELL YOU THAT AT THIS YEAR'S WASHINGTON MARDI GRAS, I HAD A VISIT FROM TWO PEOPLE FROM THE U.S. CHAMBER OF COMMERCE.

AT THEIR NATIONAL CONFERENCE IN WASHINGTON LATER THIS YEAR, THEY WILL HAVE A PANEL DISCUSSION ON HOW A CITY CAN DO THINGS TO HELP ITS ECONOMY, TO TAKE CONTROL OF ITS OWN DESTINY.

THEY CAME TO VISIT, BECAUSE THEY HAVE IDENTIFIED TWO CITIES THEY WANT TO HIGHLIGHT. ONE CITY IS CEDAR RAPIDS, IA, BUT THE FIRST CITY THEY CAME UP WITH WAS LAFAYETTE, LA!

I HAVE ASKED ROB GUIDRY TO ACCOMPANY ME TO WASHINGTON TO TELL LAFAYETTE'S STORY.

Let me tell you about another interesting call. There is going to be a private meeting with the chairman of the FCC and presidents from a handful of the major foundations in America in a few weeks to discuss broadband in America. The two mentioned were Gates and Ford. When I got the call about this, this person's words were "Lafayette is THE story in America!" So, if it takes place, they want to hear our story. And you can be sure that if it happens and I go, I will be inviting these foundation presidents to come see, first hand, what we have in Lafayette.

SO, REGARDLESS WHAT YOU MAY HEAR, SIGNIFICANT PEOPLE FROM ACROSS AMERICA RECOGNIZE WHAT OUR FIBER INITIATIVE MEANS.

OK. WHILE THE UNIVERSITY HAS BEEN REPRESENTED UP HERE IN THE PAST, THIS YEAR I DECIDED TO SHARE THE STAGE...NO, *TO PARTNER* WITH DR. SAVOIE SO WE COULD SHARE WITH YOU, OUR COMMON GOALS THAT BECOME OUR COLLECTIVE VISION FOR LAFAYETTE.

MANY MAY SEE THE RELATIONSHIP BETWEEN UL AND LCG AS AN “ACCIDENTAL PARTNERSHIP” BECAUSE THE UNIVERSITY JUST HAPPENED TO LOCATE IN LAFAYETTE. BUT HISTORY PROVES THAT TO BE WRONG. AND, WE ARE HERE TOGETHER TODAY TO LET YOU KNOW THAT WE ARE TAKING A PROACTIVE APPROACH IN HOW WE CAN COLLABORATE TO MAKE LAFAYETTE AND ACADIANA A BETTER PLACE FOR EVERYONE. WE ARE “*PARTNERS ON PURPOSE.*”

AS THE UNIVERSITY’S PRESIDENT, DR. SAVOIE IS RESPONSIBLE FOR MEETING THE ACADEMIC NEEDS OF STUDENTS AND FACULTY. BUT UL LAFAYETTE IS ALSO LIKE A CITY WITHIN A CITY. IT HAS A POPULATION OF OVER 16,000 STUDENTS AND AN ADDITIONAL 2,100 FACULTY AND STAFF. IF IT WERE A SEPARATE CITY, IT WOULD BE THE 17TH LARGEST IN LOUISIANA.

THE UNIVERSITY HAS THE SAME CHALLENGES AS MOST CITIES: MAINTAINING AN INFRASTRUCTURE, MANAGING GROWTH, PROVIDING AN ENVIRONMENT THAT IS SAFE AND APPEALING, COLLECTING REVENUE AND PROVIDING PUBLIC ACCESS.

SO THE PRESIDENT OF THE UNIVERSITY AND THE CITY-PARISH PRESIDENT HAVE A LOT IN COMMON.

PLEASE HELP ME WELCOME DR. SAVOIE TO THE PODIUM

III. – Dr. Savoie joins him; they talk about historical interdependence

Dr. Savoie gives thumbnail look at UL Lafayette today

DR. SAVOIE:

Historically, the university and the Lafayette community have been interdependent and their relationship has been symbiotic.

In the late 1890s, few could aspire to an education in Southwestern Louisiana above the elementary level. Less than half of school-aged youth received any educational training at all.

There was no high school in Lafayette Parish and no college anywhere in southwest Louisiana.

The University of Louisiana at Lafayette was founded in 1898. This was just a year after the first city-owned utility plant began generating electricity. Public water and wastewater services quickly followed.

Those municipal services were critical for the university's early development.

MR. DUREL:

AND, THE CITIZENS OF THE AREA ARE RESPONSIBLE FOR THE UNIVERSITY'S PRESENCE IN LAFAYETTE. SEVERAL TOWNS COMPETED TO BE THE SITE OF THE NEW SCHOOL AT THE TURN OF THE 20TH CENTURY.

LAFAYETTE WAS CHOSEN BECAUSE OF A PACKAGE OF INCENTIVES IT OFFERED. THE GIRARD FAMILY OFFERED TO DONATE 25 ACRES JUST SOUTH OF TOWN. THE TOWN ALSO PUT UP \$8,000 AND OFFERED A 10-YEAR PROPERTY TAX TO SUPPLEMENT STATE APPROPRIATIONS.

THE CHOICE OF LAFAYETTE WAS HAILED BY ITS CITIZENS AND DECLARED TO BE A DECISION THAT WOULD HAVE THE MOST POTENTIAL TO ADVANCE THE COMMUNITY NOT ONLY EDUCATIONALLY BUT MATERIALLY AS WELL. THE LOVE AFFAIR HAD BEGUN.

WHAT A GREAT RETURN ON INVESTMENT THAT WAS FOR A FORWARD THINKING COMMUNITY. THANK GOODNESS WE HAD RISK TAKING LEADERS THAT HAD THE FORESIGHT TO CREATE OUR OWN UTILITY COMPANY AND AGGRESSIVELY PURSUE OUR UNIVERSITY. IMAGINE ONE WITHOUT THE OTHER. IMAGINE LAFAYETTE WITHOUT EITHER!

DR. SAVOIE:

In 1896, state lawmakers passed a bill that established Southwestern Louisiana Industrial Institute. But the bill was vetoed by Gov. Murphy Foster because of a lack of funds. (The more things change—the more they stay the same).

Legislators, led by Senator Robert Martin from St. Martinville, continued the fight. When the bill was passed in July of 1898, the governor signed it into law.

Those 25 acres just south of town that Joey mentioned have become 1,400 acres and the university now sits in the geographical population center of Lafayette.

(Show three slides of old photos.)

That \$8,000 and tax revenue became an institution with an annual budget of about \$150 million. Today UL Lafayette has a total spending impact of about \$755 million annually in Louisiana.

The university has 100,000 alumni, employs about 2,100 people and university spending supports nearly 7,800 non-university jobs. That's 10,000 good jobs in Acadiana, nearly three times the total population of the city when Lafayette won the competition for the location of the new college.

The farsighted action of Lafayette's citizens a century ago has paid off in ways that few then could have imagined.

- IV. – Mr. Durel talks about other partners, uses analogy of spokes and wheel
- Announces Smartest Community in Louisiana goal
 - Discusses smart grid, health care, innovative planning, innovative policing, smart government,

MR. DUREL:

THOSE OF YOU WHO KNOW DR. SAVOIE AND ME WON'T BE SURPRISED TO HEAR THAT WHEN WE BEGAN TO TALK ABOUT THE VALUE OF HIGHER EDUCATION AS IT RELATES TO OUR COMMUNITY'S PROGRESS, WE DIDN'T HOLD BACK. WE WANTED SOMETHING THAT WAS BOLD, SOMETHING THAT WAS MEMORABLE. WHAT WAS THE WORD YOU USED, DR. SAVOIE? *BODACIOUS*?

DR. SAVOIE:
JODACIOUS...

MR. DUREL:

THAT'S HOW WE BEGAN TO FORMULATE A GOAL FOR ALL OF US, AS PARTNERS, TO WORK TOWARD. AND THAT GOAL IS TO BECOME THE *SMARTEST COMMUNITY IN LOUISIANA.*

THERE IS SMART POLICING, SMART GRID, SMART PLANNING, SMART TRANSPORTATION, SMART COMMUNICATIONS THRU FIBER, SMART GOVERNMENT,

SMART POLITICIANS...WELL, MAYBE THAT COULD BE A LONG-TERM GOAL!

UL LAFAYETTE AND LAFAYETTE CONSOLIDATED GOVERNMENT ARE LONG-TIME PARTNERS, BUT WE HAVE OTHER PARTNERS, TOO, SUCH AS OUR CHAMBERS OF COMMERCE, THE LAFAYETTE ECONOMIC DEVELOPMENT AUTHORITY, WHICH REPRESENT BUSINESS AND INDUSTRY; THE LAFAYETTE REGIONAL AIRPORT, LAFAYETTE CONVENTION AND VISITORS CENTER, AND LOCAL, STATE AND NATIONAL LEGISLATORS.

AS DR. SAVOIE AND I BEGAN TALKING ABOUT THIS PRESENTATION, WE ENVISIONED THE LAFAYETTE COMMUNITY AS A WHEEL.

THESE PARTNERS THAT I JUST NAMED ARE THE SPOKES OF THE WHEEL. WORKING TOGETHER, THEY MOVE THE COMMUNITY FORWARD. THERE ARE LOTS OF EXAMPLES OF OUR SUCCESSFUL COLLABORATION.

THE DESIRE TO ATTRACT THE MOVIE INDUSTRY WAS SUPPORTED BY THE CHAMBER, THE UNIVERSITY AND FINANCIALLY BY LEDA AND LCVC. WE ALL SERVE AS HOSTS FOR OUR HOSPITALITY SUITE AT THE WASHINGTON MARDI GRAS, AND WE ALL WORK TO MAKE THE CHAMBER'S BUILDING COMMUNITY CONFERENCE A SUCCESS.

THE CAJUNDOME AND CONVENTION CENTER IS ALSO AN EXAMPLE OF GREAT PROJECTS THAT CAN RESULT FROM WORKING TOGETHER.

- V. – Dr. Savoie talks about value of education, esp. as it pertains to local economy
- Describes using educational levels to measure Smartest Community in Louisiana
- Says goal is to be first in high school grads, associate degrees, bachelor’s degrees
- Education partners will work together

Dr. Savoie:

And we can’t forget our educational partners, the Lafayette Parish School System, South Louisiana Community College and the Louisiana Technical College. They will help us reach our goal of becoming the Smartest Community in Louisiana.

The value of raising educational levels cannot be overstated.

The education and skills of a city’s population are critical to determining its success in the global, knowledge-driven economy. Private sector success hinges as much upon “what you know” as much as it does upon “what you do.” An educated workforce forms the underpinning of a vibrant local economy.

Communities that focus on increasing educational attainment will have healthier and wealthier citizens than those that do not.

Crime rates decrease as the rate of education increases. There is a direct inverse relationship between education and poverty.

And there are micro-level effects of improving human capital through education. Among these is psychological

capital, which includes factors such as perceptions of self, attitudes toward work, ethical behavior and outlook on life. Psychological capital is also positively correlated with increased worker productivity and economic production capacity.

So, not only does education produce skills and income, reduce crime and poverty, improve health and civic engagement, it produces well-being among citizens and a more productive economic environment.

Let's look where Lafayette is in educational attainment as we strive to reach the goal of "Louisiana's Smartest Community." (Show 2 charts)

Educational credentials Ranking

Direct measure of educational attainment, percentage of population – high school/associate degree/Savoie and higher

Lafayette is fortunate to have talented leadership in its educational enterprise to help us produce the smartest community in Louisiana – spokes in the wheel.

The Lafayette Parish School System is known in Louisiana for being innovative and progressive, and is often recognized for being the "first" in the state to try new things. Here are a few examples:

- **The Lafayette Parish School System has 20 Schools of Choice, which offer students across the parish the opportunity for theme-based instruction, career-connected curriculums, training in the arts, and language immersion.**
- **A program called GearUp assists children who might not otherwise consider higher education as an option.**
- **The Lafayette Parish School System has relationships with UL Lafayette, South Louisiana Community College and Louisiana Technical College. Those partnership include dual-enrollment programs for high school students, leadership development for future administrators, interview training for UL graduates, and collaboration among instructors, departments and career-connected high school academies.**
- **A partnership with Lafayette Consolidated Government has brought fiber to every school in our district, expanding the use of web-based programs.**
- **There are also health-related partnerships. The school-based health center at Northside is a partner with Our Lady of Lourdes Regional Medical Center. A soon-to-be opened health center at Carencro Middle is the result of a partnership with the Opelousas General Health System. And, the Junior League of Lafayette provides health services to children at Truman Montessori Preschool.**
- **The Lafayette Parish School System has three schools that are focused on the Smart Growth issue of environmental quality. They are creating a pathway of**

environmental education for students from kindergarten through graduation:

- **the Environmental Sciences Academy at L. Leo Judice Elementary and**
- **Lafayette Middle School, which is home to the district's oldest e-science program.**
- **The newest e-science program is at Northside High School.**
- **Wireless Internet access is also available at all school sites.**
- **The Lafayette Parish School System is using electronic textbooks and laptops in classrooms, as well as electronic boards and wireless networks to link teachers and students.**
- **Other examples include Lafayette Charter High School, which includes self-paced computer-based instruction and non-traditional hours; one of the few three-year-old preschool programs in the state; one of the largest and oldest LA4 preschool programs in the state; and eCampus, a new computer-based, self-paced program for high school students who want to make up a class or add one they don't have time for in their regular schedule.**

(Ask Burnell Lemoine to stand) Superintendent

Lafayette is home to a regional campus of the Louisiana Technical College, which encompasses seven campuses throughout central Acadiana.

LTC focuses on a variety of short-term, fast track training programs ranging from professional certifications in IT, drafting, HVAC, machine tools, welding, electrical, automotive technology through culinary arts, surgical tech, business tech, surveying, solar training and others.

Louisiana Technical College is heavily engaged in the state's new Rapid Response Initiative and has modern mobile training equipment that can serve businesses on site through a mobile truck driving simulator, a mobile welding lab and a mobile computer/solar training lab. LTC is working on a mobile medical/clinical lab for LPNs.

In addition, LTC is engaged in Out of School Youth programs and a variety of adult education programs.

(Introduce Phyllis Dupuis) Regional Director

South Louisiana Community College is the youngest, but quickly growing, asset in Lafayette's educational enterprise.

With campuses in Lafayette, New Iberia, and a site in Franklin, it has focused on linkages and partnerships to increase the educational levels in Acadiana. It now serves more than 4,000 students and has been named among the "Fastest Growing Two-Year Colleges" of its size in the country for the past two years.

Its "Early College Initiative" is a partnership with the Lafayette Parish School System that enables high school students to attend high school on the college's campus and

earn a high school diploma and an associate's degree simultaneously.

SLCC also offers dual enrollment classes to high school students so they can earn college credit while in high school.

The Community College has effective business partnerships. The EMS Academy with Acadian Ambulance is an example.

SLCC and the university have a great working relationship as well. We have cross enrollment agreements. Courses and programs at the community college articulate to the university's degree programs. We use many of the same faculty and because of its tremendous growth, South Louisiana Community College uses university classrooms and facilities.

The University and SLCC also co-sponsor student activities. For example, we are co-sponsoring Black History Month activities this month and co-sponsoring the upcoming Women's Conference featuring Victoria Reggie Kennedy on March 31, 2010.

(Introduce Jan Brobst – another spoke in the wheel)

As you can easily tell, the education partners in our community are working together to increase access to and success through a myriad of educational programs, from preschool to post graduate.

We are working hard every day toward the goal of Lafayette becoming the Smartest Community in Louisiana, and we are having success.

BREAK

But just increasing the production of those with educational credentials is not enough. We must also have job opportunities to employ the graduates that we produce and provide a high quality of life, particularly in our city core, to attract highly educated and skilled people from elsewhere to our community.

It is important to recognize that the essential economic advantage of cities flows from their abilities to promote and encourage interactions among people. Cities work best and are most successful economically when they enable easy interaction among people.

Part of this process of interaction flows directly from density and proximity (more people, closer together). This interaction is also influenced by planning. Smart Growth, particularly for our city's core is important to the goal of Lafayette being the "Smartest Community in Louisiana."

Over 100 years ago, this community embraced and supported a fledgling college that has become the second largest university in the state and major economic driver for our region.

And throughout its history, the University has sought to honor this nurturing by being focused on the needs of our community. UL has never been a campus that was turned inward and we are determined to honor this legacy by being active partners in shaping the future of our region by supporting smart growth, particularly in our city's core.

VI. – Mr. Durel addresses Smart Growth, as it pertains to strategically developing the core community and explains that UL Lafayette is an important part of that core.

MUCH OF WHAT WE ARE DISCUSSING TODAY ADDRESSES THE CORE OF THE CITY AS IT RELATES TO THE UNIVERSITY.

OF COURSE IT ALL BEGAN WITH THE CORE AND WE HAVE TO PROTECT IT, AND MUST MAINTAIN ITS INTEGRITY, IF WE ARE GOING TO MAKE POSITIVE CHANGES IN ALL AREAS OF LAFAYETTE'S FUTURE.

AND IF WE CAN CONTINUE TO DEVELOP THE CORE SMARTLY, WE CAN EXPAND THAT SMART GROWTH BEYOND THE CORE.

THE MOVEMENT BACK INTO URBAN AREAS AROUND THE COUNTRY IS BEING DRIVEN BY THE FACT THAT

GOVERNMENT IS UNABLE TO CONTINUE TO BE SPREAD SO THIN.

THE SERVICES PEOPLE GREW UP WITH IN THE CITIES ARE BECOMING TOO EXPENSIVE AND TOO DIFFICULT TO DELIVER TO THE RURAL AREAS OF AMERICA.

VII. – Dr. Savoie covers the university's plans for its campus, including:

THESE SLIDES SHOULD BE ON THE SCREEN AS HE TALKS

(city core – boundaries: downtown, to Horse Farm, Pinhook to Eraste Landry. Cajundome/Cajun Field.

Population center)

- **aerial of UL Lafayette campus**

The university is embracing smart growth.

Density/Proximity. High quality spaces.

- **housing (2)** 20,000 4,000-5,000 beds
- **a new Student Union (1)** Mall of student activity

and services

- **Quadrangle improvements (2)** Park-like/comfortable, inviting environment

- **a commercial development along Congress Street in University Research Park (3)** Hotels, restaurants, shops, retail spaces, condos – Destination spot serving entertainment venues and more conventions.

- **Blackham Coliseum** collaborative possibilities

- **development around McKinley Street** – Multi-use development, drive neighborhood redevelopment back toward downtown. Historical significance. In Hollywood, Graman’s Chinese Theater has sidewalk with impressions of celebrity’s hands and feet in the concrete. The McKinley Strip area has concrete impressions of Joey’s and my face.

- **bike paths (2)** Walking

VIII. – Mr. Durel talks about Smart Growth for the core community, from consolidated government’s perspective, including components such as (*the order may change*):

- Improving Johnston Street
- Horse Farm
- Bike trails
- An improved transportation system
- Revitalization of the Oil Center

THINK ABOUT EVERYTHING WE ARE COVERING.

DOWNTOWN, THE OIL CENTER, MAJOR HOSPITALS, THE

POPULATION CENTER AND A MAJOR SEGMENT OF JOHNSTON ST.

LETS THINK OF THE POSSIBILITIES. USE THE HORSE FARM AS THE HEART OF A COLLABORATION THAT WILL RAISE THE BAR ON WHAT WE EXPECT FOR LAFAYETTE.

DURING THE TOUR I RECENTLY MADE AROUND THE PARISH, A REQUEST I HEARD OFTEN WAS THAT WE WORK ON BIKE TRAILS. THE ATAKAPAS-ISHAK TRAIL WOULD BEGIN AT THE HORSE FARM AND GO ALL THE WAY INTO ST. MARTIN PARISH, AND IT WOULD CONNECT GIRARD PARK, THE UNIVERSITY AND UNIVERSITY COMMONS.

SO, AS YOU LEAVE AN EXCEPTIONAL “CENTRAL PARK,” YOU ENTER A PICTURESQUE ROAD CALLED...JOHNSTON ST., AND DRIVE TOWARDS THE UNIVERSITY.

BETWEEN THE HORSE FARM AND THE UNIVERSITY IS UNIVERSITY COMMONS RUNNING DOWN CAJUNDOME BLVD ALL THE WAY TO ERASTE LANDRY, WHICH INCLUDES EVERYTHING FROM BLACKHAM COLISEUM TO LITE AND THE WETLANDS RESEARCH CENTER.

WHAT IF (AND THAT IS A BIG WHAT IF) SOMEDAY WE TOOK BLACKHAM COLISEUM AND TURNED IT ONTO A STATE OF THE

ART PERFORMING ARTS CENTER THAT NOT ONLY SERVED ITS OBVIOUS CIVIC PURPOSE, BUT ALSO BENEFITED THE UNIVERSITY, FREEING UP VALUABLE SPACE ON CAMPUS FOR CLASSROOMS.

THIS IS ONE EXAMPLE OF SOMETHING WE CAN DO THAT INSURES THAT MONEY IS USED AS EFFICIENTLY AS POSSIBLE, BY COLLABORATING ON A COMMON NEED.

IT COULD INCLUDE EXHIBITION SPACE AND COULD ALL BE DESIGNED TO SERVE AS A MULTI FUNCTIONAL FACILITY THAT THE MOVIE INDUSTRY COULD TAKE ADVANTAGE OF. WE HAVE TO LOOK AT SMART TRANSPORTATION IN ORDER TO DEAL WITH A POPULATION DENSITY AS THE URBAN AREA GROWS.

ALL OF THIS AND MUCH MORE WILL BE ADDRESSED THROUGH A COMPREHENSIVE PLAN THAT IS SIMPLY, A PLAN WE CAN ALL UNDERSTAND.

I AM THRILLED THAT OUR COUNCIL HAS DECIDED IT IS IMPORTANT TO THE SMART DEVELOPMENT OF OUR COMMUNITY. THANK YOU GUYS.

- IX. – Mr. Durel closes by saying their presentation shows that Lafayette and UL are “Partners on Purpose” and the “Smartest Community in Louisiana” fits with the Chamber’s plans for shaping a “Community of Innovators.”
- In 10 years, 20 years, an appealing metropolitan core will have drawn people and businesses.
 - His and Dr. Savoie’s presentation was intended to start a dialogue about how development of this prime area could proceed.

**T-JOE, I WOULD LIKE TO THANK YOU FOR PARTICIPATING UP
HERE WITH ME AND THANK YOU FOR SHARING YOUR VISION
FOR OUR UNIVERSITY AND OUR COMMUNITY WITH US.**

**WE HOPE OUR DISCUSSION TODAY SHOWS THAT LAFAYETTE
AND UL TRULY *ARE* “PARTNERS ON PURPOSE,” AND THE GOAL
OF BEING THE “SMARTEST COMMUNITY IN LOUISIANA” FITS
WITH THE CHAMBER’S PLANS FOR SHAPING A “COMMUNITY OF
INNOVATORS.”**

**IT IS OUR HOPE THAT IN 10 TO 20 YEARS AN APPEALING,
METROPOLITAN CORE WILL HAVE DRAWN PEOPLE AND
BUSINESS TO LAFAYETTE, SO THAT ALL OF OUR CITIZENS WILL
HAVE THE OPPORTUNITY TO STAY HOME AND RAISE A FAMILY.**

WHAT WE REALLY WANT IS THAT THIS BEGINS THE DIALOGUE ON HOW WE WANT THE DEVELOPMENT OF THIS AREA OF OUR COMMUNITY TO PROCEED AND ON HOW WE BECOME, THE SMARTEST COMMUNITY IN LOUISIANA.

GO SAINTS! AND AS TO THE “NFL, WHO DAT, DEY TANK DEY AM!?”

X. Q&A