

South Central Louisiana

Cultivating

INNOVATION

CULTURE

RESILIENCY



COMPREHENSIVE
ECONOMIC
DEVELOPMENT
STRATEGY

Executive Summary

SCPDC

SOUTH CENTRAL PLANNING
AND DEVELOPMENT
COMMISSION



2022-2027



Let Us (Re)Introduce OURSELVES

VISION

SCPDC looks to assist the partners and stakeholders in our region over the five-year horizon of this plan through:

1. Assisting with **RECOVERY** efforts from degrading infrastructure, preparing for new economic initiatives, and coordinating outreach and collaboration (results beginning in YEAR 1);
2. Creating **RESILIENCY** through working together as a region to absorb economic shocks, quickly returning to normal, assessing shortcomings during the shock and implementing changes for the future (results beginning in YEARS 2-4);
3. **BUILDING BACK STRONGER** so we are in a better place each and every time an economic shock occurs (results beginning in YEARS 3-5).

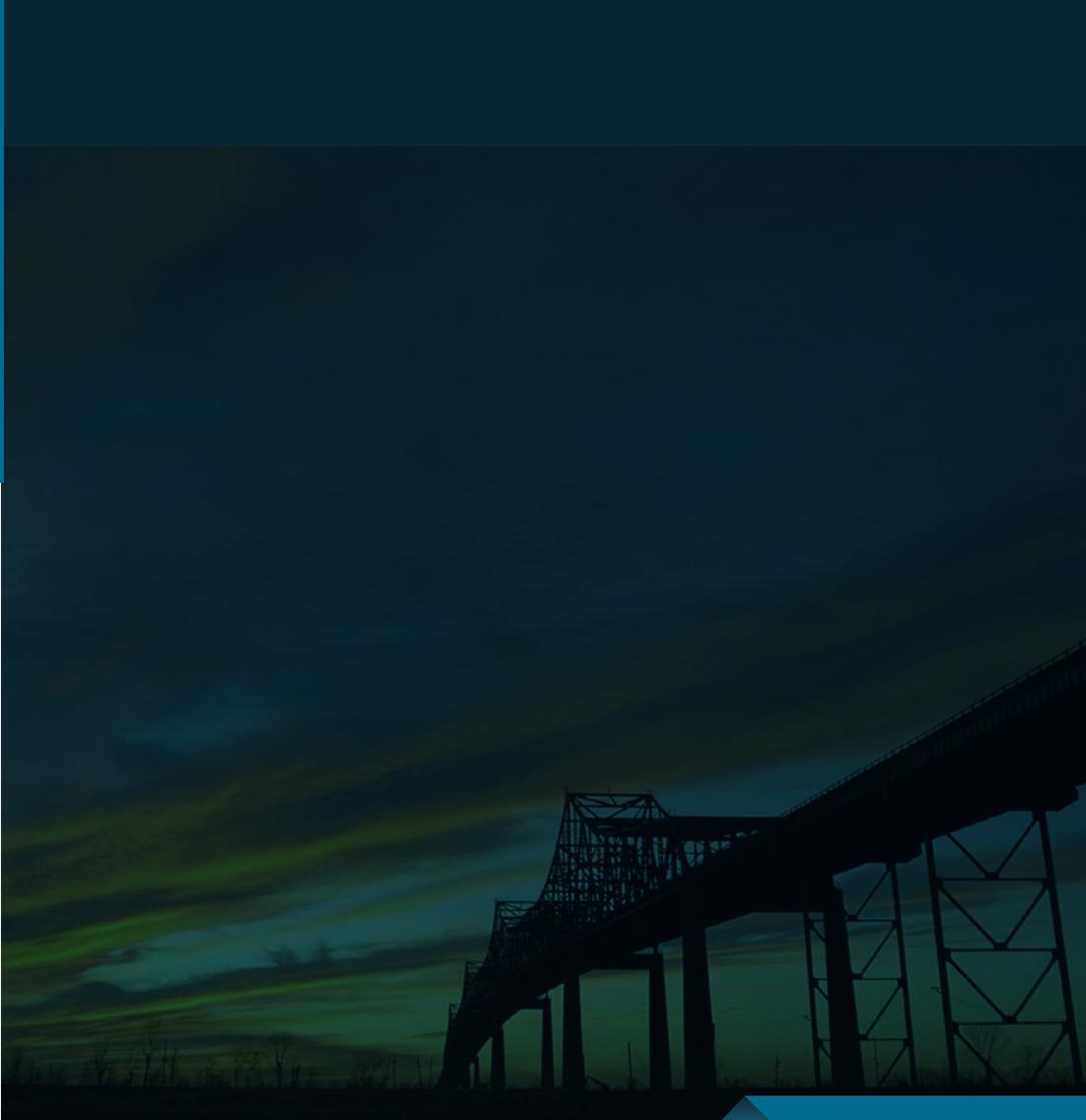
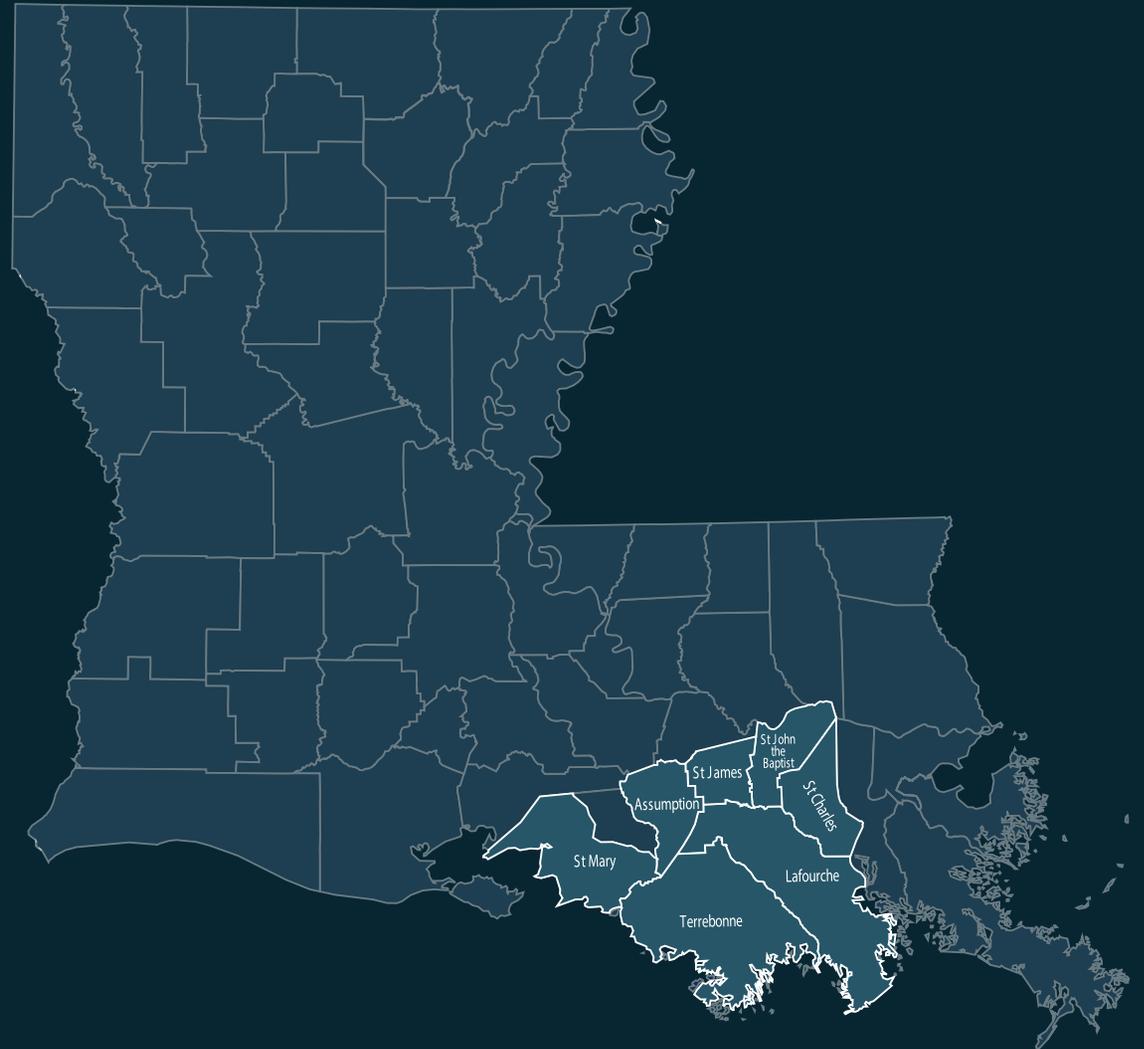


Table of CONTENTS

OVERVIEW	6
BACKGROUND	8
WHERE ARE WE NOW?	12
TRENDS	16
Recovery and Resiliency – Learning to do More than to Survive	28
SWOT ANALYSIS	34
Strategic Vision and Action Plan	50
Action Plan and Framework	54

Planning Development Districts



Legal language on Planning Development Districts

South Central Planning and Development Commission (SCPDC) is the District 3 State-designated Louisiana Planning and Development Commission. It was created in 1973 by Executive Order No. 27 of Governor Edwin Edwards and established in 1978 by State Act 472. SCPDC facilitates intergovernmental cooperation and harmonious coordination of the state, federal and local planning and development programs for the solutions and resolutions of economic, social, physical, and governmental problems of the state and its citizens by providing for the creation and recognition of regional planning and development commissions. By the virtue of the regional stakeholders that make up its membership and the organization's regional focus, SCPDC has a unique perspective on the dynamics shaping the Bayou-River Region's economy. It is recognized as an Economic Development District (EDD) by the U. S. Department of Commerce Economic Development Administration (EDA).

The EDA requires all EDDs to produce a new CEDS document every five years. The CEDS strategy must meet the legal

requirements under [13 CFR § 303.7](#). Annually, the CEDS must be reviewed and evaluated against the framework developed in the plan. This document should be used to drive the direction of public and private economic development in the region from 2021-2025. The CEDS document is more than just a document, but a locally based and regionally-driven strategy. The process in which the CEDS is created makes it a critical plan, designed by local stakeholders, reflecting the diverse needs of our region.



OVERVIEW

+ PURPOSE OF THE CEDS

The CEDS provides useful regional information, guidance, and perspective to local economic development stakeholders, whether they are at the municipal, parish, or regional level. The CEDS is a product of an inclusive planning process that is reflective of the diversity in the region it represents. This strategy is not intended to generate mandates for local governments, but to provide a conceptual framework to be used by stakeholders to strengthen competitiveness, economic resilience, and quality of life in the region.



THE CEDS PROCESS

SCPDC began the process by looking at the legacy and current conditions of the region using highly qualified data sources (such as data from the U.S. Census Bureau), examining other local and regional plans, and other factors affect regional economic performance.

This data was then provided to an academic facilitator to develop a questionnaire that was sent to our stakeholders. The results of that questionnaire were used to develop the SWOT analysis. The results of the SWOT analysis were the driving force behind the strategic direction and action plan.

The SWOT analysis was also used to help develop the evaluation framework of the CEDS.

Lastly, SCPDC took special notice of the new economic resiliency requirements for the CEDS plan. We recently completed a Regional Economic Development Resiliency Management (REDRM) plan that addresses resiliency issues and needs for businesses. The REDRM Plan will be incorporated into this strategy by matching the mutual areas and addressing any gaps between the two documents. Finally, the CEDS will provide an integration and action plan to help assure the region is prepared to avoid, absorb, and bounce back from economic shocks.



Future Initiatives

The CEDS should be a “living document” meaning that it needs to be flexible. During the five-year range of this plan, new initiatives and funding sources will be introduced to benefit local governments in the SCPDC region. The CEDS needs to recognize those new programs and integrate the new initiatives into its action plan. This can be done immediately upon the introduction of new programs but should be recognized and integrated during the annual CEDS evaluation and assessment.



DURING THE FIVE-YEAR RANGE OF THIS PLAN, NEW INITIATIVES AND FUNDING SOURCES WILL BE INTRODUCED TO BENEFIT LOCAL GOVERNMENTS IN THE SCPDC REGION.

The results of the SWOT analysis were the driving force behind the strategic direction and action plan.



Background STORY



The South Central Louisiana Region has experienced several major blows including economic slowdowns, natural disasters, and other environmental challenges.

Previous CEDS adopted in October 2016

Quick preview of previous CEDS

Previous CEDS adopted in October 2016. Since that time there have been several changes both in the CEDS development process and in the region:

- CEDS Development Process: Economic Resilience is a new required section starting in 2020. EDA requires all CEDS to provide analysis on how to deal with economic shocks (major disruptions). In other words, how the CEDS plan links to our region's ability to "prevent, withstand and quickly recover" from "major disruptions."





“ the **CEDS plan** links to our region’s ability to “prevent, withstand and quickly recover” from “*major disruptions.*”



THE CEDS PROCESS

The CEDS examines the latest authoritative data sources to paint a picture of the region.



FUTURE INITIATIVES

The CEDS identifies strategies and actions steps to help the region move to a more resilient future.



STAKEHOLDER ENGAGEMENT

The CEDS developed included outreach to local government, planning, and economic development professionals from around the region.

What has changed/ happened?

Within the SCPDC region, we've dealt with several major blows:

- COVID-19 upended the region as it did the US and global economy. We are still feeling the effect of global supply-chain interruptions.
- Hurricane Ida in August 2021 devastated the region. Local supply chains were further interrupted. There is a need for more short- and long-term housing for many displaced residents. Many businesses are still closed or struggling to reopen months after the storm.

Where are we going?

The 2022 CEDS is another step in SCPDC's vision of *Building Back Stronger*. While the various economic shocks to the region hurt, they do not have to be the end. By focusing on the region's strengths and opportunities, there region has an opportunity to diversify the economy through new job training opportunities, build more resilient and sustainable infrastructure, and lead the way with technological innovations.





Ida was the
5TH
strongest hurricane
to hit the mainland.

500
million dollars in
damage in LA alone.



THIS IS GOING TO BE A FAIRLY LONG ORDEAL IN TERMS OF GETTING EVERYTHING CLEANED UP AND CERTAINLY GETTING EVERYTHING REPAIRED.

**- GOVERNOR JOHN BEL EDWARDS,
FORBES (8/30/21)**

Where are we NOW?

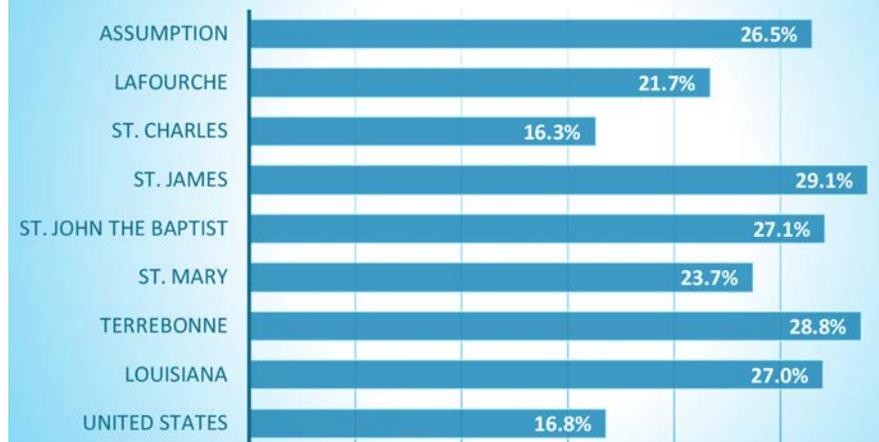


Economic and environmental challenges have resulted in low education rates, high unemployment, and high levels of poverty.

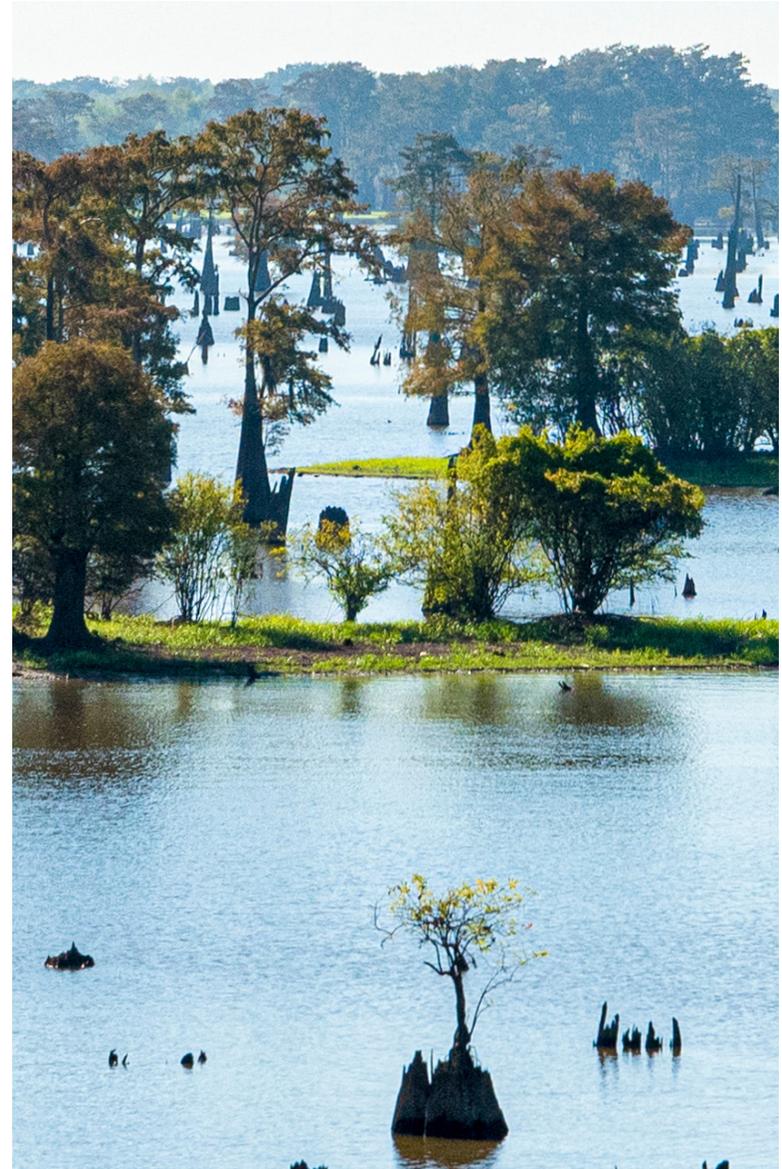
The South Central Louisiana region faces many challenges

- Household and per capita tend to be lower in the region than in the U.S. as a whole. And while the cost of living is a bit lower regionally than the U.S., it is higher in comparison to the lower per capita income. Therefore, wages do not go as far to make ends meet at home. As a result, 5-13% more children are living in poverty in the region than in the rest of the U.S. as a whole.

Children Under 18 Below the Poverty Line



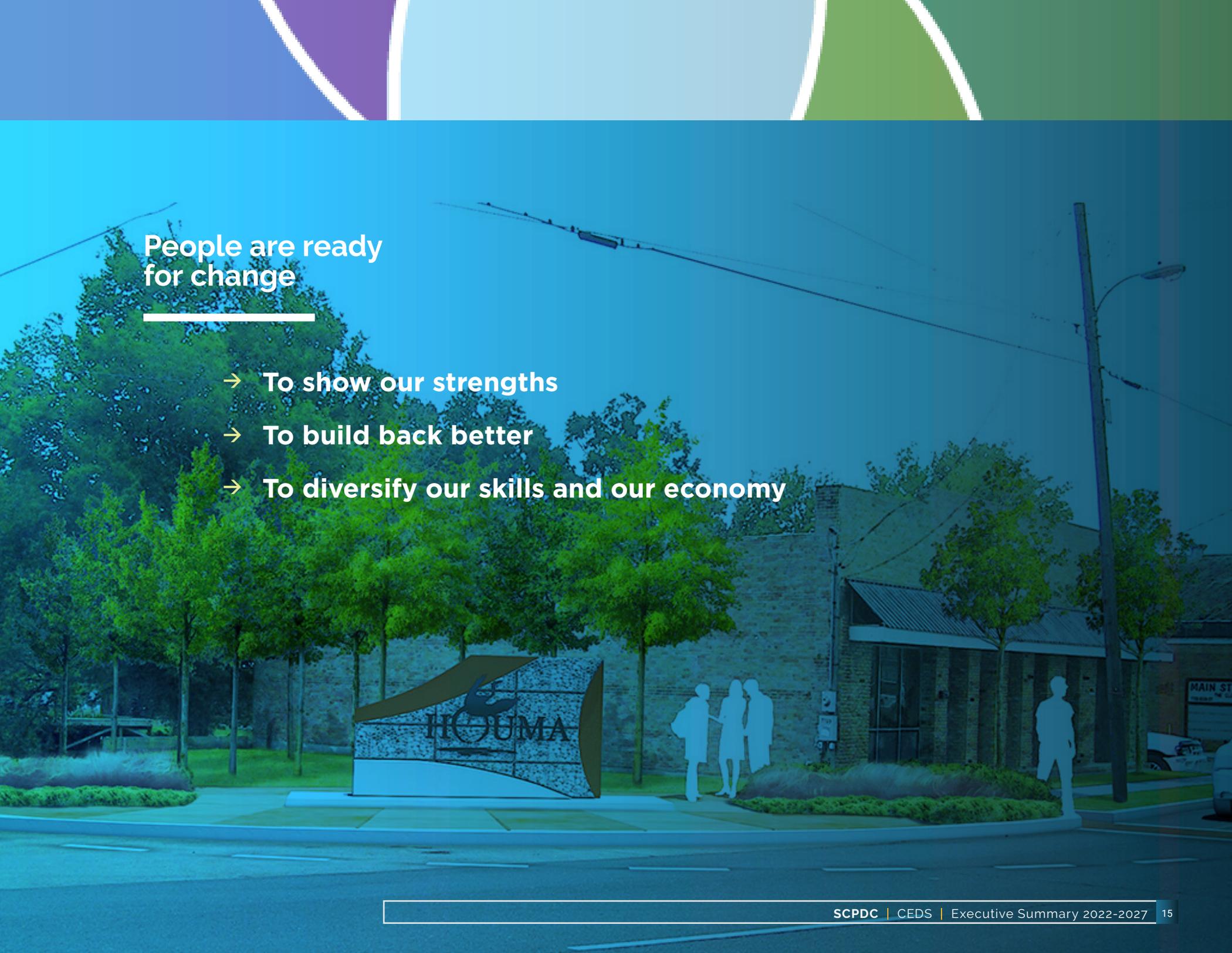
- Lower educational attainment in the region starts in elementary and high school - Louisiana education spending is ranked 28th nationally yet has the 2nd lowest ranking for schools in the U.S. Pupils in the state rank amongst the lowest in math and reading scores in the nation. This plays out with the region having a low level of educational attainment with less than 80% of adults aged 25 and older in Assumption, Lafourche, and Terrebonne having high school diplomas. Individuals with Associates Degrees and Bachelor's Degrees are also lower regionally than the U.S. as a whole.
- The traditional economic engine of oil and gas is in decline. This combined with stresses from the COVID-19 pandemic have led to high unemployment rates over the last half of the decade. The BLS states that unemployment and underemployed persons were about 14% of labor force at end of 2020.
- Geographic and environmental challenges:
 - 80% of the nation's annual coastal wetlands loss is happening in Louisiana
 - Sediments washed down Mississippi and into the Gulf of Mexico negatively impact crawfish farming and commercial fishing
 - Increasing temperatures are leading to stronger tropical storms and hurricanes





Areas of Optimism/Building Blocks

- Region has traditionally bounced back and survived numerous hurricanes and economic slowdowns in the past
- Various state and regional initiatives provide a blue print for the future
 - SCPDC worked with professionals throughout the region to create the Regional Economic Development Resiliency Management Plan (REDRM) that developed economic initiatives to help businesses prepare for and recover after economic shocks.
 - Louisiana Watershed Initiative is identifying needed policy changes and infrastructure improvements for regional flood management from a regional perspective
 - The State/Region is still the economic gateway to the rest of the country. The Mississippi River and the various ports along the Gulf Coast represent a major trade point from the U.S. to the global economy.
 - Partnerships with Nicholls State University and regional community and technical colleges can continue to develop a more educated workforce. In addition, the Louisiana Small Business Development Center and Bayou Region Incubator, housed at NSU, provides resources to small businesses and entrepreneurs throughout the region.



People are ready for change

- To show our strengths
- To build back better
- To diversify our skills and our economy

TRENDS



Growth in the region will require strengthening the jobs market and quality of life issues.

The CEDS examines job “clusters” using the **U.S. Cluster Mapping project**--a joint project between the Economic Development Administration and Harvard Business School.

Population

Since 1970, most parishes in the region have seen population growth, with some recently declining between 2010 and 2020. This is likely due to a continued decrease in oil and gas sector employment throughout the region.

There also is a trend where people are moving out of incorporated areas and into the greater parish. The lack of comprehensive plans and “smart growth” principals are allowing for sprawl. The State should consider strengthening planning laws to help prevent sprawl and to strengthen its villages, towns, and cities.

With the results of the 2020 Census now released, it appears the region may have peaked in 2010 as the Baby Boomers begin to age and the Millennials and other younger generations potentially leaving the region for economic and environmental reasons. Growth in the region will require strengthening the job market and improving quality of life.

Employment

The CEDS examines job “clusters” using the [U.S. Cluster Mapping project](#)--a joint project between the Economic Development Administration and Harvard Business School. The data looks at “local” and “traded” clusters. These clusters represent industries that were formed naturally in order to help get the local products to market (i.e., agriculture, transportation, and distribution). Local clusters are economic clusters that serve the region versus traded clusters that serve beyond the region in which they are located.

Since 1998 there has been a net gain in jobs in the region, yet a decline in clusters indicating independent job growth. Finding linkages between clusters where there is a specialization in the region and emerging clusters in a related sector can help focus where the workforce has compatible skills, and thus create more efficient job growth.

Traded clusters represent industries exported from the parish or region. Growing and declining clusters are displayed below by parish.

GROWTH IN THE REGION WILL REQUIRE STRENGTHENING THE JOBS MARKET AND QUALITY OF LIFE ISSUES



20% - 2022/27

Regional Population by Parish by Decade



Source: U.S. Census Bureau, Historic Census Data



POPULATION

Population may have peaked in 2010 as all parishes with the exception of Lafourche decreased in population between 2010 and 2020.



RECOMMENDATIONS

Region needs to develop strategies to attract new families moving to the region and retain young people who are considering leaving. This requires developing a strong job market and improving quality of life issues such as education.



INDUSTRY

Diversifying the primary economy is essential to ensure economic resilience. The region needs to insulate itself from

Growing Clusters (Traded) from 1998-2018							
Business Services			x				
Construction	x						
Construction, Products & Services						x	x
Downstream Chemical					x		
Environmental Services					x		
Hospitality and Tourism					x		x
Marketing, Design and Publishing							x
Oil & Gas - Production & Transportation		x				x	
Transportation & Logistics		x		x			
Water Transportation			x	x			
	Assumption	Lafourche	St. Charles	St. James	St. John	St. Mary	Terrebonne

Traded clusters represent industries exported from the parish or region. Growing and declining clusters are displayed below by parish.

Source: U.S. Cluster Mapping Project

Declining Clusters (Traded) from 1998-2018							
		x				x	x
Distribution and e-Commerce	x						
Downstream Metal Products						x	x
Food Processing & Manufacturing	x	x	x		x		
Oil & Gas - Production & Transportation	x		x	x			x
Production Technology & Heavy Machinery		x					
Upstream Chemical Manufacturing				x			
Upstream Chemical Products			x	x	x		
Upstream Metal Manufacturing					x		
Water Transport						x	
	Assumption	Lafourche	St. Charles	St. James	St. John	St. Mary	Terrebonne

Source: U.S. Cluster Mapping Project

Growing Clusters (Local) from 1998-2018							
Commercial Services							X
Community & Civic Organizations				x		x	X
Financial Services						x	
Health Services		x					
Hospitality Establishments		x	x	x	x		X
Logistical Services	x	x	x			x	
Motor Vehicle Products & Services				x			
Personal Services (Non-Medical)			x				
Real Estate, Construction & Development					x		
Retail	x			x			
	Assumption	Lafourche	St. Charles	St. James	St. John	St. Mary	Terrebonne

Local clusters represent those industries primarily serving to local area. Growing and declining clusters are displayed below by parish.

Source: U.S. Cluster Mapping Project

Declining Clusters (Local) from 1998-2018							
Health Services	x		x	x	x	x	x
Food & Beverage - Processing & Distribution	x	x	x	x			x
Motor Vehicle - Products and Services	x						
Commercial Services		x				x	
Community & Civic Organizations		x					
Real Estate, Construction & Development			x	x		x	x
Retail					x	x	
	Assumption	Lafourche	St. Charles	St. James	St. John	St. Mary	Terrebonne

Source: U.S. Cluster Mapping Project

Emerging clusters are those areas that are new or emerging in the region. These represent potential opportunities in the future. Special attention should be paid to these industries, specifically the need for specialized job training over time.

Emerging Traded Clusters							
Cluster							
Business Services		•	•	•	•	•	•
Distribution and e-commerce	•	•		•	•		
Education and Knowledge Creation							•
Food Processing and Manufacturing	•			•	•		
Hospitality and Tourism		•		•	•		•
Oil and Gas - Production and Transportation	•			•	•	•	•
Transportation and Logistics							•
Parish	Assumption	Lafourche	St. Charles	St. James	St. John	St. Mary	Terrebonne

Source: U.S. Cluster Mapping Project

Emerging Local Clusters							
Cluster							
Commercial Services			•	•	•	•	•
Community and Civic Organizations	•	•	•	•	•	•	•
Education and Training		•	•	•	•	•	•
Financial Services		•	•	•		•	•
Food and Beverage - Processing and Distribution	•	•	•	•		•	•
Health Services		•	•	•	•	•	•
Hospitality Establishments		•	•	•	•	•	•
Household Goods and Services		•	•	•		•	
Logistical Services		•	•	•		•	•
Motor Vehicle Products and Services	•	•	•	•		•	
Personal Services (non-medical)		•	•			•	•
Real Estate, Construction and Development	•	•		•	•	•	•
Recreational Facilities and Instruction	•						
Retailing of Clothing and General Merchandise	•	•	•		•	•	•
Transportation Services (freight)	•						
Parish	Assumption	Lafourche	St. Charles	St. James	St. John	St. Mary	Terrebonne

Source: U.S. Cluster Mapping Project

Specialized clusters are those areas unique to the parish or region. These typically indicate exported areas. Special attention should be paid to those industries that are both specialized and emerging as they indicate a growing sector. Industries both specialized and declining can be significant industries within the region. However, consideration should be given for training of employees in these industries to potentially move into other emerging sectors over time. It is possible for some of these clusters to be growing in one parish yet declining in another, for example Oil & Gas in general is declining across the region yet there was growth in the 20-year period from 1998-2018 in Lafourche and St. Mary parishes. There are three clusters – electric power, metalworking, and fishing, which were not indicated to be either growing or declining specialized clusters. As such these can be seen as stable if stagnant industries.

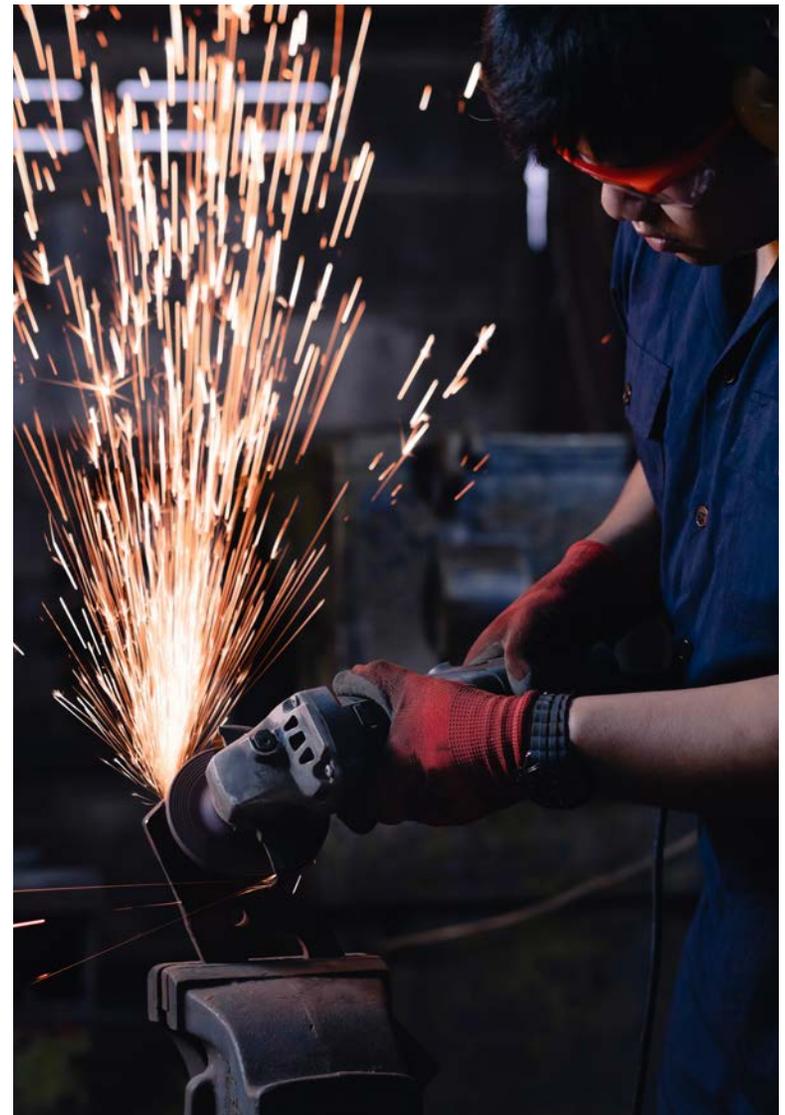
Specialized Clusters								
Cluster								
Construction	•		•			•	•	G
Transportation	•		•	•	•			G
Oil & Gas	•	•		•	•	•		D
Water Transport		•	•	•	•	•	•	G
Upstream Chemicals			•		•	•		D
Downstream Chemicals					•			G
Electric Power			•			•		
Distribution and e-commerce			•		•		•	D
Hospitality					•			G
Downstream Media						•	•	D
Metalworking							•	
Fishing							•	
Parish	Assumption	Lafourche	St. Charles	St. James	St. John	St. Mary	Terrebonne	Growing Declining

Source: U.S. Cluster Mapping Project



Economic Cluster Trends and Recommendations

- Focus on trade training for emerging clusters (sales, welding, auto mechanics, computer services);
- Examining job growth in clusters related to parishes' specialized clusters;
- Develop program to assist local businesses with e-commerce and distribution;
- Recreational facility and instructional jobs are on the rise. Parishes should develop comprehensive parks and recreational plans. These plans should identify passive and active spaces and compare those to the recommended amount required for their population, according to industry standards (e.g. Urban Land Institute)
- The regional economy is still transitioning toward a service economy. Child care, hair care and other personal service jobs are expected to be on the rise. This is an opportunity for small business development. Parishes and regional workforce development agencies should focus on related-trade education and entrepreneurial training.
- Financial services and “deposit-taking institutions” jobs are expected to rise. Working with banks on the skills needed for their future workforce is advised.
- Insurance, real estate jobs and other similar occupations will require people to obtain licenses. Parishes and workforce development agencies should recognize growth clusters where licenses are required and focus on making required classes available, and potentially subsidized.
- Jobs in the automotive, motorcycle and boat sales industry is expected to rise. Training salespersons could be vital to improve growth in this emerging markets.



- Across the board, from food stores to hardware stores, retail service clusters are expected to rise. This may not be in traditional brick-and-mortar fashion;
- Seafood and food culture has made the Bayou-River region a place with unique food and food products. E-commerce has made the opportunity to get those unique products available to a much larger market. Farms, food manufacturers and retail establishments have an opportunity to take advantage of new technologies and shipping from the region.
- Many emerging clusters were deeply affected by COVID-19. Stakeholders should begin rethinking how to get those industries on track as we begin to emerge from legal restrictions and closures.
- Parishes should consider partnering more with local civic, business and religious organizations, as this sector shows growth across all parishes.
- Growth in some emerging clusters is incremental. It may be important to find existing businesses within the parish already offering these services and see what could be needed to encourage existing business growth and hiring.
- Parishes should locate warehousing areas for storage and for leasing equipment to help promote predicted growth in these sectors.
- With an aging population in the region, there is an expected need for workers in hospitals and home healthcare facilities.
- Focus on minority-based community engagement and the development of minority-based programs.
- Work with workforce development professionals for developing Spanish-language programs for employees and employers.



Technical and Community College Systems

The technical and community college systems are vitally important to job training and skill development, especially in growing and emerging job industries. Fletcher Technical Community College and River Parishes Community College are the two community and technical colleges serving the SCPDC region. Those are both run by [Louisiana's Community and Technical Colleges](#) (LCTCS). The number of people with post-secondary education in a two-year program or trade is above average in the seven parishes. This is likely due to the number of programs in skilled trades serving the oil and gas industry, and also those in medical and nursing fields. There has been some criticism from stakeholders that these institutions are slow to adopt programs that meet the economic needs of the region. This is likely due to a lack of a comprehensive group evaluating these issues.

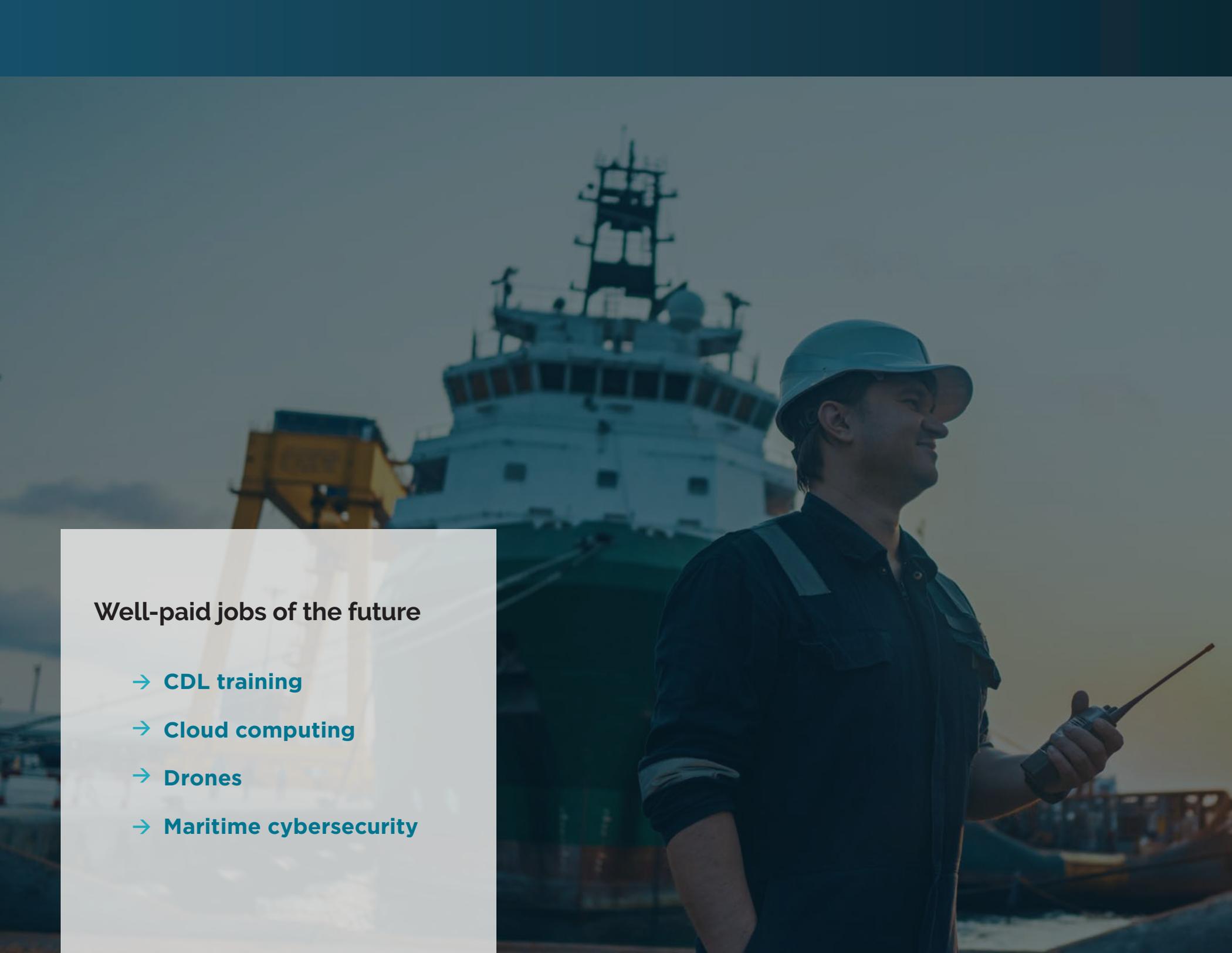
The following are recommended to mend this issue:

- Create a private-public partnership to identify new economic clusters to diversify the economy. The partnerships should consist of local economic development agencies, workforce specialists and educators;
- Reach out to potential job makers to identify their workforce needs;
- Develop academic programs to meet future needs of potential investors;

LCTCS does reach out to both employers and students through their [Workforce Solutions](#) program and the Workready U adult education program. The Workforce Solutions program should be strengthened to be more proactive and local employers should be encouraged to reach out to be an LCTCS strategic partner.

Stakeholders have indicated that Fletcher and RPCC should consider developing or enhancing programs related to CDL training, cloud computing, unmanned aircraft systems (drones), and maritime cybersecurity.





Well-paid jobs of the future

- **CDL training**
- **Cloud computing**
- **Drones**
- **Maritime cybersecurity**

Recovery and RESILIENCY



Resiliency is the ability not to just bounce back, but to bounce forward to a better place after an economic shock.

Learning to do More than to Survive

Resiliency vs. Survival

Many individuals in the region describe themselves as being “resilient” with justification and pride. Throughout history, many people were brought to the region against their will yet found a way to survive living off of the land. Without warning, tropical storms would devastate sugarcane fields, erode precious fishing areas, and ruin homes. The people of this region again and again picked themselves up by their bootstraps and found a way to carry on.

The region was mostly closed off to the world until its plentiful fossil fuel resources were discovered in the 1920s. While some sardonically consider “Cajun ingenuity” as a backwards way of rigging things to work, the region has developed constructive innovations that continue to be in place throughout major industries.

Fossil fuels were the way of life here until the 1980s when globalization drove down prices. Whenever world supplies are too high, consumers win with lower gas prices but workers in the industry are hurt. The oil reserves remaining in the area are no longer economically worth extracting for companies.

Fossil fuel corporations adapted by utilizing the region’s refining capabilities, ports and storage infrastructure to keep things going. In some ways, it worked to keep people employed and to maintain the oil and gas industry as the economic mainstay for the region.

However, the problem now is more than just an issue of over supply—demand for fossil fuels is decreasing around the world. Renewable energy is becoming more affordable and in higher demand. Moreover, the shock of COVID-19 was both social and economic; planes stopped flying and people stopped driving as we all stayed home to stay safe. Refining companies are working to convert facilities to chemical processing and adding renewable energy to their production portfolios, but the pandemic unexpectedly hit too hard. In 2020, the Royal Shell refinery in Convent, St. James Parish, was shuttered causing

the loss of 1,100 jobs. To put this into perspective, the loss in jobs at the refinery is equal to 9.2% of the Parish’s civilian labor force.

There is no doubt that the people of St. James will adapt. There is no doubt those who lost their jobs will survive. Many businesses supporting the refinery might be able to hang in there until better times swing back around--we always find a way to survive. Yet, its time to face the fact that the region is not very resilient. The region simply was not ready for this type of economic shock. Severance pay ran out for terminated workers at the Convent refinery in February 2021 and the region is still struggling to find funds to help re-train or place those workers in another industry.

It is important to make this distinction between survival and resiliency. Resiliency is the



ability not to just bounce back, but to bounce forward to a better place after an economic shock. After every shock, the region should come back better. This begins with building a resiliency structure that addresses immediate, midterm, and long-term issues. SCPDC's resiliency system should look at how it absorbs economic shocks before they happen, once shocks occur and how to be stronger once it's through. SCPDC must help build the foundation for steady-state and responsive resiliency initiatives.

Lastly, it is time to figure out how to diversify the economy. The region has to invest in keeping the long-time fossil fuel partners, but also must adapt to an ever-changing economic landscape by thinking ahead.



GAME PLAN

Building resiliency includes developing a diversified economy, including public input, ensuring equity in the economic system, and leveraging regional strengths.



RESPONSE INITIATIVES

Develop a culture of pre-disaster recovery planning; establish a process for communication and monitoring businesses post-disaster; and establish a leadership succession plan for recovery needs.



SUSTAINABILITY

The Region should strive to use its natural resources to develop an economy that can maintain itself, and even grow, when faced various natural and man-made challenges.

Comprehensive Game Plan

In November 2020, Louisiana released its [Comprehensive Game Plan for a More Resilient Louisiana](#) ([appendix](#) with detailed initiatives).

The plan states five foundational elements for making the State more resilient. These five items were also discussed deeply during the SWOT analysis:

- Building resiliency, not just recovery
- Economic diversification
- Public input
- Equity
- Leveraging our sources of strength

Rural Development Task Force

Louisiana Economic Development put together the Rural Development Task Force (RDTF) to address a variety of issues affecting rural areas. Unfortunately, it appears no one from the SCPDC region was a representative of this group. However, many of the issues researched and discussed by the task force are affecting our rural region. White papers are available on the RDTF [webpage](#) discussing issues with broadband, economic development, K-12 education, post-secondary education, healthcare, and rural resiliency.

Capacity building, outreach, and funding to rural regions for projects are the major subjects discussed throughout these white papers.



Regional Economic Development Resiliency Management Plan

In 2020, SCPDC worked with economic development professionals in the seven-parish region to develop the Regional Economic Development Resiliency Management plan ([REDRM](#)). The main goal of the plan is to develop economic initiatives that help businesses prepare and recover after economic shocks.

REDRM recognizes that the region is vulnerable to natural disasters, cyber security attacks, and health crises (similar to the existing COVID-19 pandemic). For natural disasters, the REDRM suggests business owners communicate with the Louisiana Business Emergency Operations Center ([LABEOC](#)). LABEOC helps businesses develop hazard mitigation and disaster preparedness plans, as well as provides resources for emergency-related events.

The REDRM Steering Committee also developed a SWOT analysis looking at communication issues, re-entry of businesses after an economic shock, and quality of life elements. While the region has experience and a lot of strengths in returning to work after natural disasters, there were several areas that were identified as areas that need improvements. These include:

- Poor connectivity of road ways
- Lack of outreach programs
- Lack of communication networks (broadband)
- Few businesses with hazard mitigation plans
- Regional geography makes the area to flooding, thus delaying reentry
- Poor public transportation services
- Lack of economic diversity
- Better employment opportunities driving people to move out of the region

Steady-State Resiliency Initiatives

Steady-state initiatives are defined as, “long-term efforts” that seek to bolster the region’s ability to withstand or avoid a shock. These initiative should create capabilities for SCPDC and its partners to be responsive to the region’s recovery needs following an incident. No one is able to predict the type of shock or the impact. In this sense, steady-state initiatives should help in withstanding all types of economic shocks, regardless if those include job closures, industry decline, natural disasters or pandemics.

SCPDC should incorporate the following items into their action plan:

- Comprehensive planning efforts that implement a collective vision for resilience and integrate that vision with hazard mitigation plans, economic development initiatives and available funding sources;
- Targeting emerging clusters and diversifying the economy away from oil and gas, and hospitality;
- However, knowing the importance of oil and gas, and hospitality sectors, to the region, work closely with them to see where they have problems are and how we can work regionally to prevent future job losses;
- Building a resilient workforce that is able to switch between industries when an economic shock occurs;
- Develop a regional GIS system that identifies available development sites, prepared for easy post-disaster impact assessments;

- Integrate SCPDC GIS and SCPDC MyGovernmentOnline and MyPermitOnline systems to make public business licenses, tax information and other important business data;
- Expand networks and create redundancy in telecommunications and broadband capabilities;
 - Outreach to the business community with the REDRM plan, especially concerning supply chains;
- Strengthen environmental issues by locating available buildings outside of floodplains, and preserving natural lands that help soften the blow of natural disasters.

All of these steady-state initiatives will be added into our Strategic Vision and SMART goals to help with mid- to long-term planning initiatives.



Responsive Initiatives

Response initiatives involve those items that help the region prepare for an economic shock and recover after the shock occurs. Recovery should involve a plan to get back to the steady-state, but also analyze how the region can recover at a stronger economic place – the definition of resiliency. These initiatives should include the following:

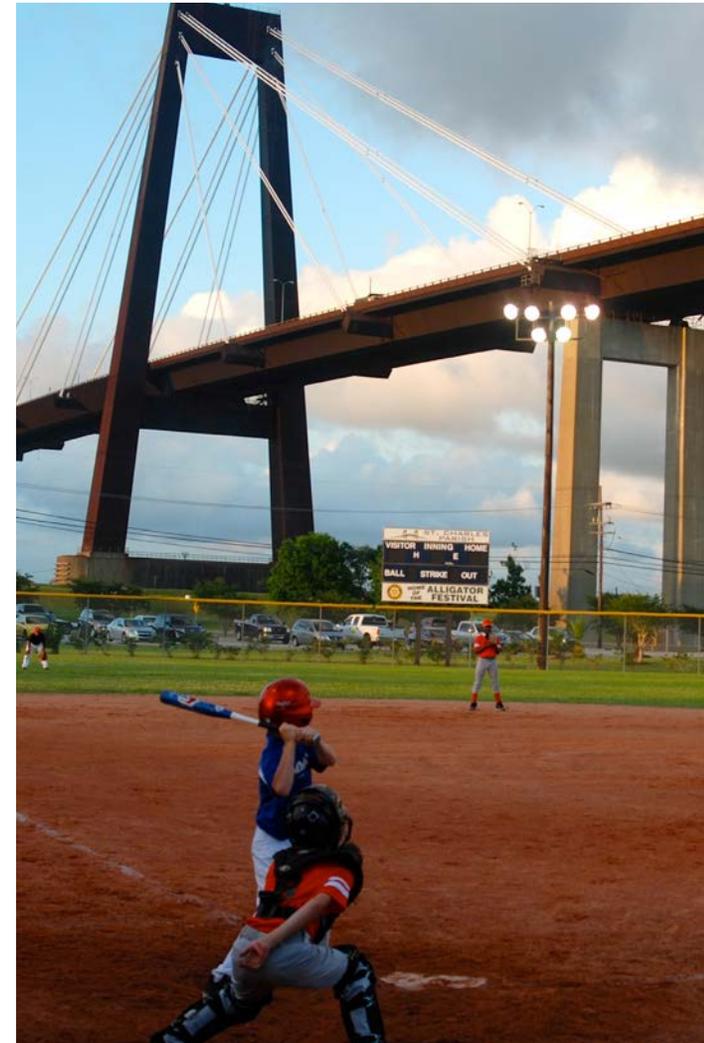
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- Pre-disaster recovery planning, like the REDRM plan, to define key stakeholders, roles, responsibilities and key actions;
- Establishing a process for communication and monitoring with business post-disaster;
 - Create outreach and communication capabilities to contact key officials and communicate business need and impact assessment efforts;
- Establish a leadership succession plan for recovery needs.



Resiliency Vulnerabilities & Implementation

The most common themes with becoming more resilient are the following:

- The region lacks preparedness, and hence the ability to absorb economic shocks; Establishing a process for communication and monitoring with business post-disaster;
- The region does not have a diversified economy and does not have good plans for absorbing losses in major industries
- Outreach and collaboration do not occur in a way to strengthen the region before shocks or to build back better aftershocks occur;
- Systems are not adequate or not in place so information is available when the area suffers an outage (structure and redundancy of networks);
- Well-prepared for hurricanes, both pre- and post-disaster, but not for economic-related shocks;
- Resiliency is not part of educational curriculum.



SWOT ANALYSIS

Strengths

PORTS

CULTURE

what are the components?

RECREATIONAL ACTIVITIES

hunting, fishing, recreational sporting event capacity

GEOGRAPHIC

LOCATION

EMPLOYMENT OPPORTUNITIES

in what areas?

WORK ETHIC

CLIMATE

TRANSPORTATION NETWORK

NICHOLLS UNIVERSITY

more than just an education institution it brings people together business internship program cybersecurity training and longterm goal is to provide stackable certification unmanned aviation & marine systems

RESILIENCY

hurricanes

COMMUNITY & TECHNICAL COLLEGES

SECURITY

Fire & Police protection

HEALTHCARE

availability of medical services/facilities; better for a region this size cancer center, etc.

FOOD

MUSIC

GOOD PEOPLE

RESILIENCY

we can reinvent ourselves whenever we need to

PEOPLE

friendly

LAND OF PLENTY

available land, etc.

WILLINGNESS TO COLLABORATE

ENTERTAINING

we have something for everyone arts, culture, outdoor recreation

OPPORTUNITIES FOR RECREATION;

unique & fun experiences

BAYOU REGION

more tied into the water

RIVER REGION

more tied into river transportation

BROADBAND

available in St. John but cost prohibitive for some residents

EVERYTHING PEOPLE THINK ABOUT LA,

the region is... timber, plantations, river, proximity to NOLA, coast

10-20 YEARS

BAYOU & RIVER REGIONS

provide some diversity in the region

UPSTREAM & DOWNSTREAM JOBS

HISTORY IN:

ship building and oil gas mfg is transitioning to mfg in clean energy Edison Schouest making turbines

FIBER RUN :

all the way down to Port Fourchon

PRESENCE OF INNOVATION:

companies and institutions

ACCESS TO GULF:

and also one of most protected regions on the Gulf

ENJOY LIFE

PROXIMITY TO NOLA, BATON ROUGE, ETC

access to all the good stuff without the traffic

REPRESENTATIVE OF CULTURES:

from across the world



HOUMA/THIB
seeing innovation in
healthcare

**COLLABORATION
BETWEEN:**
University, Comm
College, technical
college, LUMCON

**TAILORED
EDUCATION :**
programs that are tied
to industry needs

NICHOLLS
launching a business
incubator happens
across local, parish,
regional, state levels

RPCC
cloud computing
program (Fall 2021)

RPCC, FLETCHER:
and a couple parishes
are using ACT Work Keys
partnerships with
businesses to help
with recruiting

**MARITIME
CAMPUS:**
in Houma Fletcher,
LUMCON and others





Weaknesses

- **INFRASTRUCTURE**
roads/highways, traffic, air transportation access
- **EDUCATION SYSTEM**
- **DIVERSIFICATION IN INDUSTRIES**
- **QUALITY OF LIFE**
need more healthcare accessibility; more recreational opportunities
- **COMMUNITY IMPROVEMENTS**
repair run down buildings, blighted property, etc.
- **ACTION:**
on issues, race relations
- **TAX STRUCTURE**
lowering high tax rates
- **COST OF LIVING**
affordable housing, flood protection, etc
- **ROAD CONDITIONS**
- **DEPENDENT:**
on Federal/State Funding for transportation infrastructure
- **LACK OF:**
pedestrian/bike traffic accessibility
- **HIGH INSURANCE COSTS**
- **INSUFFICIENT:**
industrial incentives to spur development
- **ACCESS TO CAPITAL:**
or business development/expansion
- **DEPENDENCE ON OIL & GAS**
- **QUALIFIED EMPLOYEES OUTSIDE OF OIL & GAS**
- **RESILIENCY**
Preparation for economic disasters
- **ECONOMIC DEVELOPMENT**
orientation of elected officials
- **TENDENCY:**
to not work collectively as a region need to mobilize ourselves as a region
- **INNOVATION:**
is not translating to entrepreneurship
- **ACCESS TO CAPITAL FOR STARTUPS**
- **BE MORE EFFECTIVE:**
in telling the Region's story leverage the culture and tell the story of cultural connections around the world
- **DIVERSITY IN CULTURE:**
can drive innovation; Through the culture we can drive innovation
- **DECLINING HEALTHCARE:**
infrastructure in St. John Parish
- **BASIC ACCESS**
healthcare throughout the region
- **LACK A CULTURAL CENTER:**
that showcases and engages Us and others in the creation & preservation of our culture
- **WELL PAYING JOBS:**
in construction being filled by out of region/state workers
- **NOT ENOUGH QUALIFIED, SKILLED LABOR**
- **WORKFORCE**
Qualified management applicants for hospitality industry

Opportunities

➤ **DIVERSIFY ECONOMY**
into what areas?

➤ **EXPANSION:**
of Fiber to provide more accessibility

➤ **PUBLIC MEDICINE RESEARCH OPPORTUNITIES**

➤ **CLINICS:**
in rural areas of region
Family medicine, dentist, optometry, etc.

➤ **INNOVATIVE HEALTHCARE DELIVERY OPPORTUNITIES**

➤ **PEOPLE LOOKING TO RESKILL AND/OR UPSKILL**

➤ **ABLE TO APPLY FOR LOANS, GRANTS, ETC.**

➤ **INVESTMENT IN COASTAL RELATED INITIATIVES**

➤ **PRECISION AGRICULTURE**

➤ **RECREATIONAL FISHING:**
public/private
restricting activity

➤ **TRANSITION COMPANIES**
from oil/gas to other industries
manufacturing, fabrication, etc

➤ **TOURISM**
new forms like bird watching
Barratarie Estuary group on Nicholls campus, Audubon Institute does reach out to bird watchers
new festivals

➤ **PEOPLE LEAVING:**
to pursue technological and/or engineering degrees

➤ **UNMANNED AVIATION & MARINE SYSTEMS**

➤ **ACT WORK KEYS**
partnerships with businesses to help with recruiting

➤ **HOSPITALITY RECRUITING**
high schools, UNO, UL Lafayette hospitality programs

Threats

➤ **NATURAL DISASTERS**
Hurricanes, pandemics

➤ **ENVIRONMENTAL REGULATIONS & ACTIVISM**

➤ **AGGRESSIVE LEGAL ENVIRONMENT**
discourages investment

➤ **ENVIRONMENTAL ISSUES**
Brownfields, toxic exposure

➤ **PRIME CONTRACTORS**
hiring labor from known sources and often out of state and can't get loans, grants, etc.

➤ **WORKFORCE**
may not see their skills as translating to other industries

➤ **BUSINESSES IDENTIFY AS OIL/GAS RELATED COMPANY**

➤ **RECREATIONAL FISHING:**
public/private
restricting activity

Survey Results

Strengths	Theme 1	Theme 2
Collaboration between University, Comm College, technical college, LUMCON	Collaboration - Regionally	
Regional Collaboration to address economic shocks like a plant closure - currently happens across local, parish, regional, state levels	Collaboration - Regionally	
Willingness to collaborate	Collaboration - Regionally	
People - Friendly	Culture	Regional Brand
Representative of cultures from across the world	Culture	Regional Brand
Quality of Life - need more healthcare accessibility; more recreational opportunities	Culture	
Culture - what are the components?	Culture	
Enjoy Life	Culture	
Food	Culture	
Good people	Culture	
Music	Culture	
Coastal research center, resiliency identity Creating a coastal corridor Nation's laboratory for climate change, sea level rise	Education	Innovation/Entrepreneurship

Strengths	Theme 1	Theme 2
Nicholls - launching a business incubator	Education	Innovation/Entrepreneurship
Nicholls University - more than just an education institution - it brings people together - business internship program - cybersecurity training and long-term goal is to provide stackable certification - unmanned aviation & marine systems	Education	Innovation/Entrepreneurship
RPCC - cloud computing program - Fall 2021	Education	Innovation/Entrepreneurship
RPCC, Fletcher, and a couple parishes are using ACT Work Keys - partnerships with businesses to help with recruiting	Education	Innovation/Entrepreneurship
Community & Technical Colleges	Education	
Maritime campus in Houma - Fletcher, LUMCON and others	Education	
Tailored education programs that are tied to industry needs	Education	
Houma/Thib - seeing innovation in healthcare	Healthcare	Innovation/Entrepreneurship
Healthcare - availability of medical services/facilities; better for a region this size - cancer center, etc.	Healthcare	
Broadband - available in St. John but cost prohibitive for some residents	Infrastructure	
Fiber run all the way down to Port Fourchon	Infrastructure	
Ports	Infrastructure	

Survey Results

Strengths	Theme 1	Theme 2
Transportation Network	Infrastructure	
Diversity in culture can drive innovation; Through the culture we can drive innovation	Innovation/Entrepreneurship	Culture
History in ship building and oil gas mfg is transitioning to mfg in clean energy - Edison - Schouest making turbines	Innovation/Entrepreneurship	
Presence of innovation companies and institutions	Innovation/Entrepreneurship	
Access to Gulf and also one of most protected regions on the Gulf	Location	
Bayou Region - more tied into the water	Location	
River Region - more tied into river transportation		
Climate	Location	
Geographic Location	Location	
Security - Fire & Police protection	Public Services	
Opportunities for recreation; unique & fun experiences	Recreation	
Recreational Activities - hunting, fishing, recreational sporting event capacity	Recreation	
Bayou & River regions provide some diversity in the region Upstream & downstream jobs	Regional Brand	Location
Entertaining - we have something for everyone - arts, culture, outdoor recreation	Regional Brand	Location

Strengths	Theme 1	Theme 2
Everything people think about LA, the region is... Timber, plantations, river, proximity to NOLA, coast	Regional Brand	Location
Land of plenty - available land, etc.	Regional Brand	Location
Proximity to NOLA, Baton Rouge, etc - access to all the good stuff without the traffic	Regional Brand	Location
Resiliency - hurricanes	Resiliency Capabilities	
Resiliency - we can reinvent ourselves whenever we need to	Resiliency Capabilities	
Resiliency is a skill and asset that the rest of the country will have to learn over the next 10-20 years	Resiliency Capabilities	
Employment Opportunities - in what areas?	Workforce Development	
Work ethic	Workforce Development	



Survey Results

Weaknesses	Theme 1	Theme 2
Regional Unity - among parish governments, open forums to discuss issues, implement action on issues, race relations	Collaboration - Regionally	
Tendency to not work collectively as a region - need to mobilize ourselves as a region	Collaboration - Regionally	
Cost of living - affordable housing, flood protection, etc	Cost of Living	Culture
High Insurance Costs	Cost of Living	Regulations
Lack a cultural center that showcases and engages Us and others in the creation & preservation of our culture	Culture	Regional Brand
Quality of Life - need more healthcare accessibility; more recreational opportunities	Culture	
Access to capital for business development/ expansion	Economic Development	
Dependence on oil & gas	Economic Development	
Economic development orientation of elected officials	Economic Development	
Insufficient industrial incentives to spur development	Economic Development	
Education System	Education	
Basic access to healthcare throughout the region	Healthcare	
Declining healthcare infrastructure in St. John Parish	Healthcare	

Weaknesses	Theme 1	Theme 2
Dependent on Federal/State Funding for transportation infrastructure	Infrastructure	
Infrastructure - roads/highways, traffic, air transportation access	Infrastructure	
Lack of pedestrian/bike traffic accessibility	Infrastructure	
Road Conditions	Infrastructure	
Access to capital for start-ups	Innovation/Entrepreneurship	Access to Capital
Innovation is not translating to entrepreneurship	Innovation/Entrepreneurship	
Community Improvements - repair run down buildings, blighted property, etc.	Location	
Be more effective in telling the Region's story - leverage the culture and tell the story of cultural connections around the world	Regional Brand	Location
Tax structure - lowering high tax rates	Regulations	Tax Structure
Resiliency - Preparation for economic disasters	Resiliency	
Employment base - diversity of career paths, career training & development, lack of diversification in industries	Workforce	
Not enough qualified, skilled labor	Workforce	
Qualified employees outside of oil & gas	Workforce	
Well paying jobs in construction being filled by out of region/state workers	Workforce	
Workforce - Qualified management applicants for hospitality industry	Workforce	

Survey Results

Opportunities	Theme 1	Theme 2
Small businesses need technical assistance to shape their structure, books, etc. to be able to apply for loans, grants, etc.	Economic Development	Education
Diversify economy - into what areas?	Economic Development	
Tourism - new festivals	Economic Development	
Tourism - new forms like bird watching - Barritarie Estuary group on Nicholls campus, Audubon Institute does reach out to bird watchers	Economic Development	
ACT Work Keys - partnerships with businesses to help with recruiting	Education	Economic Development
Public medicine research opportunities	Healthcare	Education
Family medicine, dentist, optometry, etc. clinics in rural areas of region	Healthcare	
Innovative healthcare delivery opportunities	Healthcare	Innovation/Entrepreneurship
Expansion of Fiber to provide more accessibility	Infrastructure	Innovation/Entrepreneurship
Investment in Coastal related initiatives	Innovation/Entrepreneurship	Economic Development
Precision Agriculture	Innovation/Entrepreneurship	Economic Development
Unmanned aviation & marine systems	Innovation/Entrepreneurship	Economic Development
Recreational Fishing - public/private waters issues - restricting activity	Recreation	

Opportunities	Theme 1	Theme 2
Hospitality recruiting - high schools, UNO, UL Lafayette hospitality programs	Workforce Development	Economic Development
People leaving to pursue technological and/or engineering degrees	Workforce Development	
People looking to reskill and/or upskill	Workforce Development	



Survey Results

Threats	Theme 1	Theme 2
Businesses in rural areas never intended to borrow anyone's money; no financial records and can't get loans, grants, etc.	Economic Development	Innovation/Entrepreneurship
Businesses identify as oil/gas related company	Economic Development	
Environmental Issues - Brownfields, toxic exposure	Environmental	
Natural Disasters - Hurricanes, pandemics	Location	Resiliency
Recreational Fishing - public/private waters issues - restricting activity	Recreation	
Environmental Regulations & activism	Regulations	Environmental
Aggressive legal environment - discourages investment	Regulations	Legal Environment
Prime contractors hiring labor from known sources and often out of state	Workforce Development	
Workforce may not see their skills as translating to other industries	Workforce Development	

Strategy Areas	Theme 1	Theme 2
Parish collaborations to expand healthcare to neighboring parishes	Collaboration	Education
Regional Collaboration	Collaboration	
Map economic and business development resources throughout the region so that organizations know who to refer people to; Avoid duplication of effort	Economic Development	Collaboration
Communicate job opportunities and technical program to high school and public at large	Economic Development	Education
Educate potential investors; apply it in a diverse way	Economic Development	
Leverage capability you have in the region to develop tech/engineering programming that no one else has along the Gulf Coast - marine cybersecurity, etc	Education	Economic Development
How are we different from other regions? Do this truly make us different & unique, better?	Regional Brand	
What makes us more alike other regions?	Regional Brand	



Culture & Quality of Life

In both the survey and the SWOT analysis, “culture” is considered to be the strongest attribute of the region. The people, food, music, atmosphere, and recreational opportunities make the region a great place to live for people who grew up here. However, the SWOT group noted a problem with branding the region better so those cultural items we see as being strengths are reasons for businesses to consider coming to this region. Branding and promotion will be a theme throughout the CEDS action plan section.





Strategic Vision and ACTION PLAN

Strategic Vision and Action Plan

This next section introduces SMART goals for accomplishing implementation of this plan. As this is a Strategic Direction and an Action Plan, there are broader themes and more specific goals for implementing those broad themes. The actions in the Action plan will be measurable and will be discussed in the Evaluation Framework chapter.



- Specific:** all goals and action items will be specific. They are categorized by subject and provide specific actions to accomplish the goals.
- Measurable:** the Evaluation Framework chapter will provide baseline data, data sources and specifics on how to measure whether a goal is being obtained.
- Achievable:** the goals are not too lofty, and while broad, they can be attained through efforts and leadership of SCPDC.
- Realistic:** the goals and actions will be initiatives that can be started upon adoption of the CEDS plan.
- Timely:** the goals are broken into three time ranges: 1-2 years (Recovery); 2 - 4 years (Resiliency); 3 - 5 years (Building Back Stronger). The objective is to create preparedness now, while working on the systems needed to prevent or absorb shocks and then use those systems to make improvements on the region.



Goals and Objectives

1. Improve Outreach and Collaboration Efforts

- 1.1. Develop sector-based committees to discuss workplace needs and innovation
- 1.2. Work with communities to make them more aware of grant and other funding opportunities
- 1.3. Provide technical assistance to communities who are lacking capacity
- 1.4. Develop web-based information outlets available to the public
- 1.5. Create a system of local implementation of the CEDS into local communities
- 1.6. Create working relationships with HBCUs, the Chitimaca Tribe and other minority groups to ensure proper representation of our region and use of SCPDC resources
- 1.7. Develop a broader audience for SCPDC newsletter and other outreach materials

- 1.8. Look to strengthen non-English language efforts through building foreign language coalitions

2. Infrastructure

- 2.1. Use infrastructure grants in the short-term to help in local recovery efforts
- 2.2. Develop and integrate studies to determine problem areas in the region and to plan for future support
- 2.3. Plan projects to improve the infrastructure to help attract new businesses
- 2.4. Completing the MPO Bicycle and Pedestrian Safety Plan and helping to implement that plan's strategies
- 2.5. Develop private-public partnerships to understand the infrastructure needs for businesses
- 2.6. Continue working on drainage and flood prevention efforts
- 2.7. Create a committee and start working toward a big

project (cultural center, seafood distribution center, farmer's market, recycling center, etc.)

2.8. Develop better transit options for the region

2.8.1. Consider merging Good Earth and Regional Transit

2.8.2. Work on developing an Electrical Vehicle network in the area

2.8.3. Seek faster and reliable options out of the region to New Orleans and Baton Rouge

2.9. Build infrastructure, and redundancy where possible, to help attract new business and promote existing business expansion

2.10. Utilize existing port infrastructure and adapt it where necessary to meet economic diversification needs

3. Regional Culture and Quality of Life

3.1. Develop private-partnerships to see why businesses are interested or disinterested in moving to the region

3.2. Work with local leaders in translating the regions strong cultural attributes to quality of life improvements

3.3. Make recreational facilities in the region more accessible

3.4. Rebrand and market the region's strengths and future



4. Planning

4.1. Make an effort to review land-use maps for all jurisdictions

4.1.1. Develop a regional land use map

4.1.1.1. Create land use mas for jurisdictions that do not have an adopted map

4.1.1.2. Update maps ten years or older

4.1.2. Create list of emerging local and traded clusters, and jobs in the “new economy”

4.1.3. Review land-uses and zoning codes (where applicable) to see if uses are allowed and where they are compatible

4.2. Use local comprehensive or economic development plans to integrate the CEDS into local communities

4.2.1. Offer assistance with local staff with this process

4.2.2. Emphasize efforts to adapt the CEDS plan into the community through community outreach

4.2.3. Work with local community leaders to target outreach efforts in underrepresented communities

4.3. Seek funds for renewing comprehensive plans, economic development plans, hazard mitigation plans and other planning efforts

5. Workforce Improvement and Economic Diversification

- 5.1.** Provide the economic cluster analysis in this plan to partners so they see future trends for businesses in their jurisdiction
 - 5.1.1.** Localities should also examine in what ways clusters are related and any gaps the workforce may have
 - 5.1.2.** Examine what specialized clusters and how to improve local businesses in those clusters
- 5.2.** Develop a private-public partnership to discuss business needs and workforce gaps
- 5.3.** Develop plan to attract emerging sector businesses to the region
 - 5.3.1.** Promote educational programs to train and re-skill workers for new jobs
 - 5.3.2.** Market this information to attract new businesses and entrepreneurship
- 5.4.** Establish stronger entrepreneurship programs



6. Education, Innovation and Entrepreneurship

- 6.1.** Create a committee of educators from the region
 - 6.1.1.** Discuss workforce weaknesses and the potential for new programs
 - 6.1.2.** Examine difficulties in the educational system and how to improve them
 - 6.1.3.** Meet periodically with other committees developed in this plan to help coordinate mutual goals
- 6.2.** Push entrepreneurship programs
 - 6.2.1.** Develop better marketing and outreach programs for SCPDC loan programs
 - 6.2.2.** Create a loan orientation with local small business development centers and incubators that includes information on REDRM plan and CEDS goals
- 6.3.** Create an innovations committee
 - 6.3.1.** Determine what innovations are occurring in which sectors
 - 6.3.2.** Develop a plan for promoting innovative thinking and innovative productions
 - 6.3.3.** Determine where or develop a program to help with intellectual property issues (patents, copy writing, etc.)

Action Plan and FRAMEWORK

Action

Be proactive in getting partners and stakeholders to seek out grant opportunities for failing infrastructure.

Evaluation

Amount of grant monies awarded for infrastructure in our region:

Baseline 2020	2021	2022	2023	2024	2025
Number of partners contacted concerning grant opportunities annually (outreach):					
Baseline 2020	2021	2022	2023	2024	2025
Number of businesses contacted concerning loan opportunities annually (outreach):					
Baseline 2020	2021	2022	2023	2024	2025
Number of partners who received technical assistance for grants:					
Baseline 2020	2021	2022	2023	2024	2025

Action

Develop a system for better outreach and developing collaboration with partners. Work with SCPDC planning department to determine best ways to contact partners and stakeholders, who should be contacting which partners and stakeholders, when and how often outreach should occur, and who will maintain and update the contact list.

Evaluation

Develop formal procedures by the end of 2021.



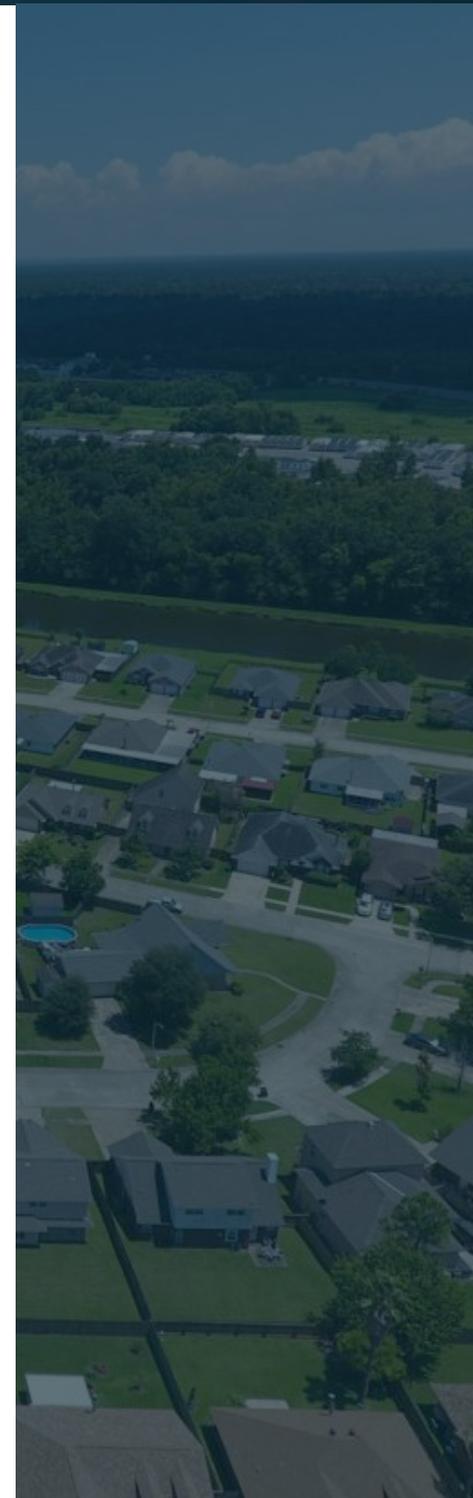
Action

Develop a web-based map system that is available to the public that minimally provides the following:

- Real-time updates of building permits, licenses and other items showing business activity using GIS and MyGovernmentNow online software
- Location of sites where SCPDC has performed work with narrative explaining the project
- Available commercial sites for businesses, new development or redevelopment
- Other locational information as decided by committee

Evaluation

- Was a committee formed for this project? When? (January 2022 deadline)
- Who will update and add information to the site? (March 2022 deadline)
- Complete project and send to partners by June 2022.



Action

Develop subject matter committees in the following areas to implement resiliency and building back stronger goals for future years (plan for each group to meet monthly, and then as one large group quarterly):

- Healthcare
- Workforce Development and Economic Diversification
- Education
- Innovation and Entrepreneurship
- Infrastructure
- Culture and Quality of Life
- Seafood and Fishing Community

Evaluation

- Form all committees by end of year 2021.
- Develop white papers on all subjects by end of year 2022.



Action

Increase the capacity of SCPDC to provide its services to its partners.

Evaluation

- Resubmit an EDA grant for expansion of the SCPDC building. (Was it awarded? When will it be completed? How many new jobs did it create?)
- Look to expand planning department staff to meet new outreach and technical needs.

Number of Planning Department Employees					
Baseline 2020	2021	2022	2023	2024	2025

Number of Information Technology Department Employees					
Baseline 2020	2021	2022	2023	2024	2025

Number of Places Utilizing SCPDC Software					
Baseline 2020	2021	2022	2023	2024	2025

Action

Develop a local implementation plan for CEDS. Provide funding and technical assistance for local planning and economic development efforts.

Evaluation

Number of Communities who Updated Land Use Plans to Include CEDS Information					
Baseline 2020	2021	2022	2023	2024	2025

Number of Communities who Updated Local Economic Development Plans to Include CEDS Information					
Baseline 2020	2021	2022	2023	2024	2025

Funding Awarded to Provide Technical Assistance					
Baseline 2020	2021	2022	2023	2024	2025

Action

Develop a program to make recreational sites noticeable and more accessible. Execute a survey locating all passive and active parks and recreational sites, and use widely-accepted standards to determine if parks serve the population.

Further look into how noticeable it is that a site exists.

Evaluation

- Perform survey by July 2022.
- Create map and perform analysis by end of year 2022.
- Disseminate information to parishes and municipalities by March 2023.
- Create promotional materials by the July 2023 and online recreational platform with pictures.



Action

Work with local partners to utilize incoming broadband funding. Funding should help expand broadband to rural areas and increase broadband speeds. Broadband networks also need a redundancy plan in case of outages. Funding or other methods should also be explored to decrease

consumer costs for low-income consumers and new businesses.

Explore municipal-based WiFi networks to allow people and businesses to connect in Main Street areas.

Evaluation

- Cost of broadband service/index to Median area income by Census-tract
- Miles of new broadband service
- Current speeds/change in speed from prior year
- Amount of money spent annually on broadband programs



Action

Work with local transit authorities to increase efficiency of transit, in both cost (debt) and in routing. Consider express routes from stops at the end or routes directly to important places in the region (downtown

Houma, Nicholls State/ downtown Thibodaux and to transfer routes to New Orleans/Baton Rouge).

Evaluation

- Plans to combine both authorities
- Annual costs for each authority
- Number of new routes
- Development of transportation nodes for park and ride, transfers, EV vehicles, etc.



Action

Develop a foreign language outreach program. Determine which languages outreach information needs to be translated into. Also, determine the mode of communication (written, audio, visual).

Evaluation

Form committee by June 2022. Develop plan by end of 2022.

Action

Start a private-public partnership to develop a plan for a large regional project to create jobs (Cultural Center, Farmer's Market, Recycling Center, etc.)

Evaluation

- Create committee to develop project idea by end of 2021.
- Determine project by end of 2022.
- Find funding to have A/E firm determine size and feasibility of project by June 2023.
- Find potential site locations by end of 2023.
- Determine best ways to purchase site/land, if necessary, by June 2024.
- Begin seeking funding and fund project by June 2025.
- Break ground in 2026.



Action

Continue Louisiana Watershed Initiative efforts.

Evaluation

- Continue monthly meetings and be involved with State legislation.
- Work to increase annual award amounts coming to the region through LWI efforts.

Action

- Push to expand innovation and take advantage of local emerging business clusters.
- # of new Businesses/ Entrepreneurs
- Status of Nicholls incubator program
- #and amount of loans for new businesses and business expansion

Evaluation

?

Action

Develop a plan and install electrical vehicle charging networks.

Evaluation

- Work with H-TMPO to create a subcommittee by June 2022.
- Develop public-private partnership with automakers and local businesses by June 2022.
- Determine locations and best practices by June 2023
- Seek and secure funding by June 2024
- Install infrastructure by end of 2025
- # of new EV charging stations installed by year

Action

Develop a committee to work on rebranding the region. Look to build on the region's strengths to seek new businesses and residents to the region. Determine who will use this information (parishes, LED, SCPDC, etc.) Who is the audience and what are the goals?

Evaluation

Begin forming committee upon plan adoption.

Action

Create new programs in K-12, Community College, four-year and certificate level that adapt to workforce needs

Evaluation

- # of new K-12 programs by parish
- # of new community college programs
- # of new Nicholls programs



Additional EVALUATION METRICS

Annual Median Household Income by Parish

- Children in Poverty
- Miles of Roads Repaired
- Population Changes
- Job Increases in Emerging Clusters (NAICS 3- and 4-Digit Data) by Parish, both local and traded clusters
- ACS Adult Education Indicators?





SCPDC

SOUTH CENTRAL PLANNING
AND DEVELOPMENT
COMMISSION