



**CHOICE
COOPER**

NEIGHBORHOOD
TRANSFORMATION PLAN

DRAFT PLAN

OCTOBER 2024

ACKNOWLEDGMENTS

The Planning Team would like to acknowledge the residents, stakeholders, and partners who participated in this planning process. In particular, we would like to thank the project Working Group members for their valuable knowledge and guidance during the process, along with our Community Ambassadors, whose dedication and persistence continue to make this initiative a success.

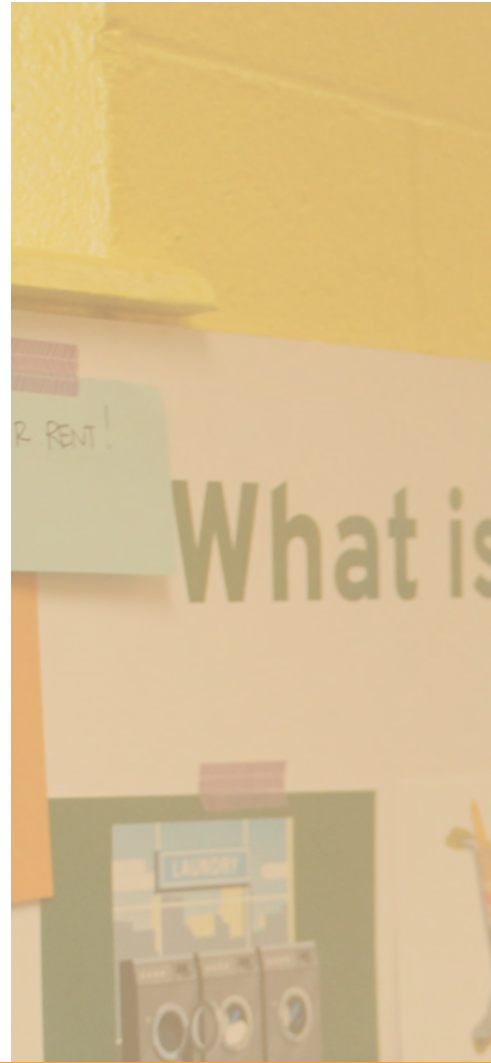


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EXECUTIVE SUMMARY





EXECUTIVE SUMMARY

In December of 2022, New Orleans was one of nine communities nationwide awarded a Planning Grant for the B.W. Cooper / Earhart Neighborhood. This grant is awarded by the U.S. Department of Housing and Urban Development (HUD) as part of the Choice Neighborhood Initiative (CN). Through the grant, the Housing Authority of New Orleans (HANO) has been working with a diverse, local group of community stakeholders- including nonprofits, local universities, businesses, supportive service agencies, and residents- to create an innovative and inclusive Transformation Plan.

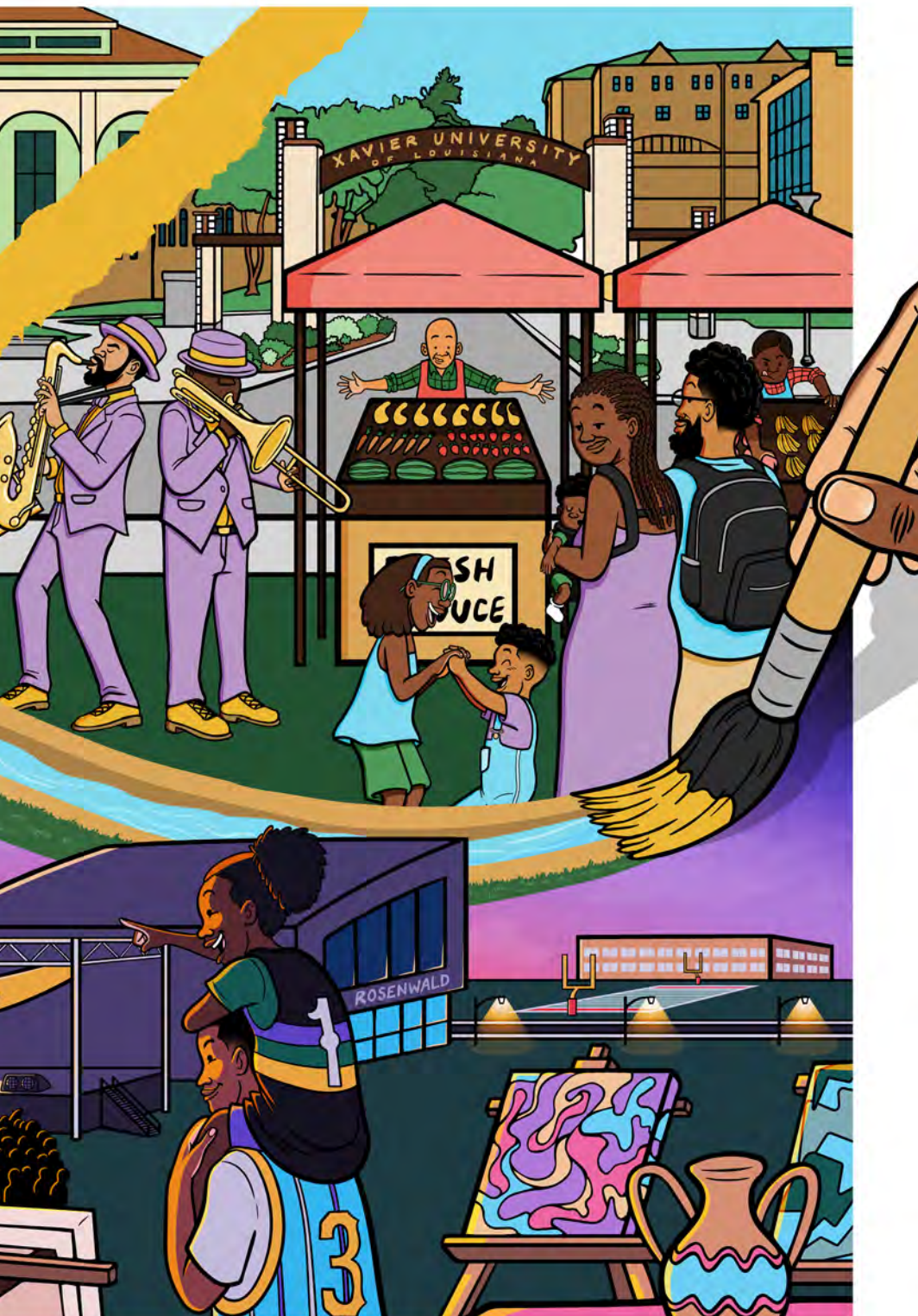
This partnership has come together to focus on the three core goals of the CN: **Housing**- expanding upon the successful Marrero Commons redevelopment to provide additional high-quality, energy-efficient mixed-income housing that is well-managed and responsive to the needs of the surrounding neighborhood; **People**- improving outcomes of households within the B.W. Cooper / Earhart neighborhood related to income and employment, health, and education; and **Neighborhood**- creating the conditions necessary for public and private investment in order to help create a complete community.



Marrero Commons residents

OUR VISION





The vision for the B.W. Cooper / Earhart Community is based on the analysis of existing strengths, weaknesses and opportunities informed by its residents, neighborhood organizations, community leaders and institutional partners.

The B.W. Cooper / Earhart neighborhood is rich with history, traditions, and an identity that inspires residents to create a brighter future. Residents work to improve the neighborhood by making it safe, creating a sense of place for existing and new residents, and by investing in the community to create a thriving environment for all. Residents will accomplish this by providing access to services, amenities, employment opportunities, education and fresh food.

PROJECTS AND STRATEGIES:



HOUSING

1. Maintenance and Sustainability of Marrero Commons
2. Senior Housing Development
3. Mixed Income Housing for Artists and Creatives
4. Neighborhood Infill Housing
5. Support a Community Land Trust Model



NEIGHBORHOOD

6. Implement the Illumination Initiative (Early Action Activity)
7. Develop local food and fresh produce sources
8. Improve neighborhood streetscapes for walking and biking
9. Build local capacity for commercial investment
10. Convert historic buildings into art and cultural spaces
11. Naturalize the Washington Palmetto canal to create a local amenity



PEOPLE

12. Connect with Rosenwald Community Center staff to address gaps in programming
13. Connect with Booker T. Washington High School to offer enhanced programming
14. Create a mixed-generational mentorship program
15. Foster greater integration with Xavier University
16. Require resident hiring contracts for neighborhood improvements
17. Partner with Propeller for increased workforce development
18. Enhance connection to the Biomedical District through workforce development programming
19. Enable greater utilization of HANO's Resident Opportunity and Self-Sufficiency Program
20. Expand free or low-cost mental health services
21. Create local food and nutrition programming
22. Create a community guide to health programs and connect residents to existing services
23. Connect residents with local re-entry programs
24. Establish a Resident Council or Ambassador Group



02



INTRODUCT



TION

INTRODUCTION

The B.W. Cooper / Earhart neighborhood, anchored by the Marrero Commons community, was one of nine neighborhoods that was selected by the Department of Housing and Urban Development (HUD) to receive funds to create a Transformation Plan that addresses affordable housing, resources for people, and improves neighborhood amenities. The Housing Authority of New Orleans (HANO) has been working with key stakeholders to create a forward-looking CN Plan with a strong commitment to diversity and inclusion.

CHOICE NEIGHBORHOOD INITIATIVE

The Choice Neighborhoods (CN) program is a Department of Housing and Urban Development (HUD) program that employs a comprehensive approach to neighborhood transformation. The program helps communities transform neighborhoods by revitalizing distressed public and/or assisted housing, and catalyzing critical improvements in the neighborhood such as: vacant property, housing, business development, social services, education, transportation, and improved access to jobs. The CN ensures that current residents will be able to benefit from this transformation by preserving affordable housing or providing residents with the choice to move to affordable and accessible housing in another existing neighborhood of opportunity.

To achieve these core goals, communities such as New Orleans are required to develop and implement a comprehensive neighborhood revitalization strategy, or Transformation Plan. This Plan will become the guiding document for the revitalization of the public housing units, while simultaneously directing the transformation of the surrounding neighborhood into positive outcomes for families.

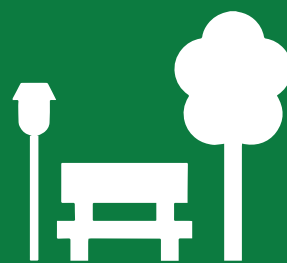
Our CN Plan describes strategies to improve quality of life for residents of the B.W. Cooper / Earhart community and identifies catalytic projects and initiatives based on stakeholder-identified planning principles. The overall goal of the Plan is to ensure that the B.W. Cooper / Earhart Neighborhood continues to become a place of choice rather than necessity.





EXPAND UPON THE FOUNDATIONAL MARRERO COMMONS DEVELOPMENT TO PROVIDE ADDITIONAL RENTAL AND OWNERSHIP OPPORTUNITIES FOR SENIORS AND FAMILIES WHILE ENSURING ONGOING MAINTENANCE AND SUSTAINABILITY.

CONTINUE TO IMPROVE THE B.W. COOPER / EARHART NEIGHBORHOOD AS A VIABLE, MIXED-INCOME COMMUNITY WITH ACCESS TO WELL FUNCTIONING SERVICES, HIGH QUALITY PUBLIC SCHOOLS AND EDUCATION PROGRAMS, PARK SPACES, PUBLIC TRANSPORTATION, AND IMPROVED ACCESS TO JOBS.



WORK WITH COMMUNITY RESIDENTS AND ORGANIZATIONS TO IMPROVE LIVES AND LIVING CONDITIONS FOR HANO FAMILIES AND RESIDENTS OF THE SURROUNDING NEIGHBORHOOD, WITH A PARTICULAR FOCUS ON THE HIGHEST NEED FAMILIES.

B.W. COOPER / EARHART NEIGHBORHOOD:

The B.W. Cooper / Earhart Neighborhood planning area is 0.9 square miles in size, and is defined by the following geographic boundaries: Carrollton Avenue to the north, Interstate 10 to the east, South Claiborne Avenue to the south, and Toledano Street to the west. The planning area has an estimated population of 4,990 residents. The census tract in which Marrero Commons is located (Tract 69) is 99% African American (2020).

The entire B.W. Cooper / Earhart community is besieged with challenges. During the 1960s, the neighborhood, although

bordering the central business district, was separated from the downtown with the construction of I-10. After Hurricane Katrina, the B.W. Cooper housing development was demolished and many single-family homes and businesses were not rebuilt.

Today, the neighborhood includes schools, numerous religious organizations and other community-oriented service providers. The neighborhood features a mixture of residential and commercial, as well as other community institutions and amenities scattered throughout.



Northern Boundary - Carrollton Avenue



Eastern Boundary - Interstate 10



Southern Boundary - South Claiborne Avenue



Western Boundary - Toledano Street / Washington Avenue



03



NEIGHBORHOOD CONTEXT



NEIGHBORHOOD CONTEXT

The B.W. Cooper / Earhart Neighborhood was selected for its tremendous potential, opportunities, and strategic location within the proximity to Downtown New Orleans. As an adjacent neighborhood to downtown and the main entertainment district, consisting of Caesar's Superdome and the Smoothie King Center, the neighborhood provides a potential market for additional retail along Washington Avenue that connects to the Earhart corridor

which can provide jobs and resources for residents. Existing underutilized commercial and industrial areas are being transformed by investors into new homes, businesses and services. These areas can be expanded to provide additional retail, housing, jobs and resources for area residents. Anchor institutions, including Xavier University, are investing in the community while expanding local educational opportunities.



Marrero Commons



Xavier University of Louisiana



Propeller



Odyssey House Louisiana Detox

NEIGHBORHOOD HISTORY

Prior to being named B. W. Cooper, the HANO public housing community was known as the Calliope project. This community is responsible for notable music talents that are at the core of the New Orleans sound that is heard throughout the world. The Neville brothers sang in the Calliope courtyards. The Calliope was also home to sisters, Rosa Lee and Barbara Hawkins, who were part of the Dixie Cups, who sang the “Chapel of Love” and “Iko Iko”. Henry Butler, a revered pianist, vocalist, and teacher, also grew up in the Calliope. Today, the most widely known musical brothers from the Calliope are Percy, Corey, and Vyshonn Miller or as they were commonly known as Master P, C Murder, and Silk the Shocker.

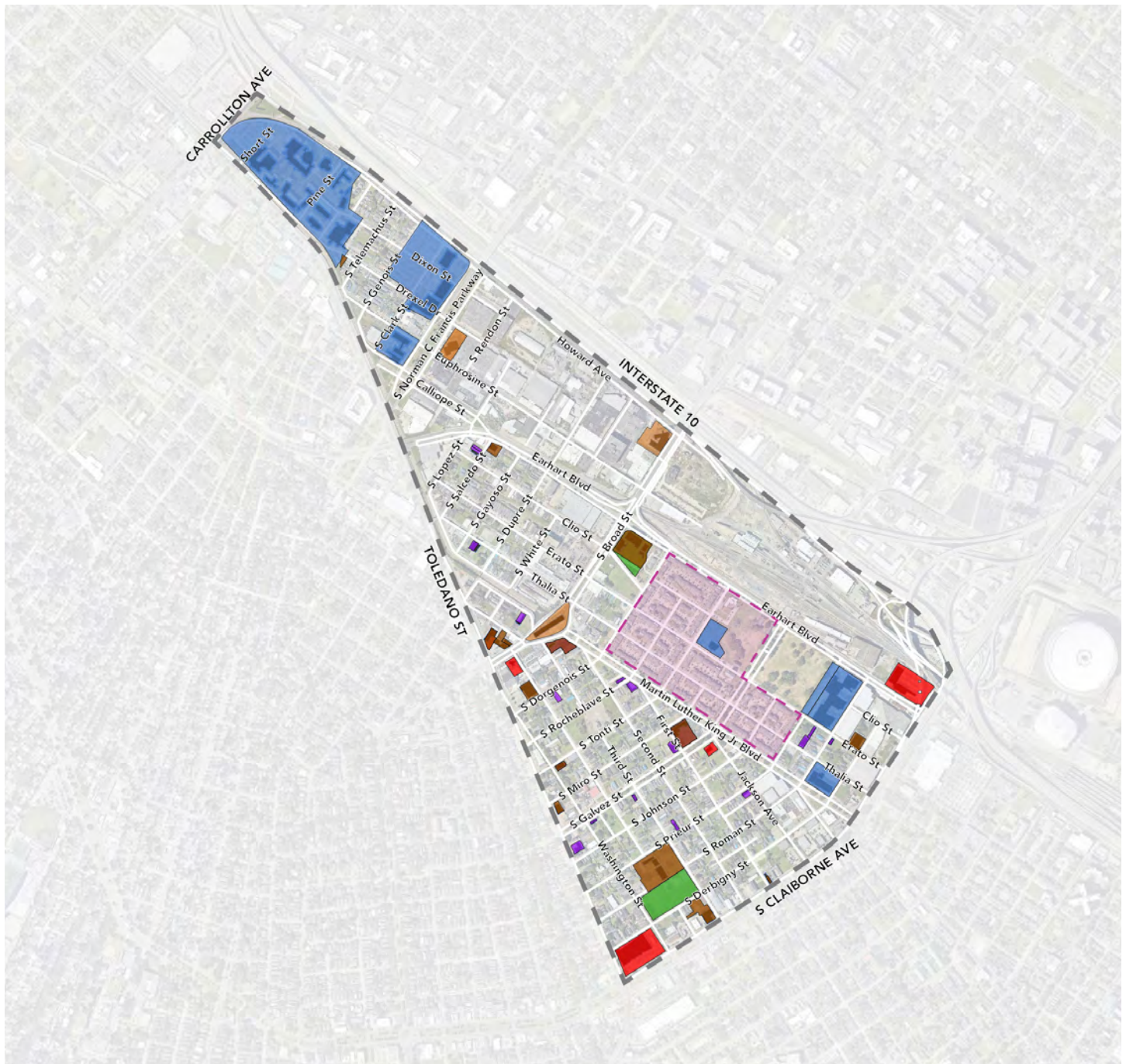
B.W. Cooper was developed by HANO between 1939 and 1941 with additional development in the 1950's. It originally had 1,546 units that were all demolished except for two historic buildings which are planned for potential adaptive reuse. Through a community-led redevelopment effort, HANO has been able to rebuild the mixed-income 410-unit Marrero Commons on the site, leaving a portion of property available for additional housing development as defined by this Plan.



Aerial of B.W. Cooper in 2015











The Rosenwald Center in 2008



NEIGHBORHOOD ASSETS

The B.W. Cooper / Earhart neighborhood includes schools, numerous religious organizations and other community-oriented service providers. The neighborhood features a mixture of residential, commercial and light industrial land uses along with Xavier University of Louisiana. Other community institutions and amenities are scattered throughout the neighborhood.

LEGEND

-  Choice Neighborhood Boundary
-  Marrero Commons
-  School
-  Religious Organization
-  Government Service
-  Health-Related Service
-  Community Amenity
-  Parks



PARKS

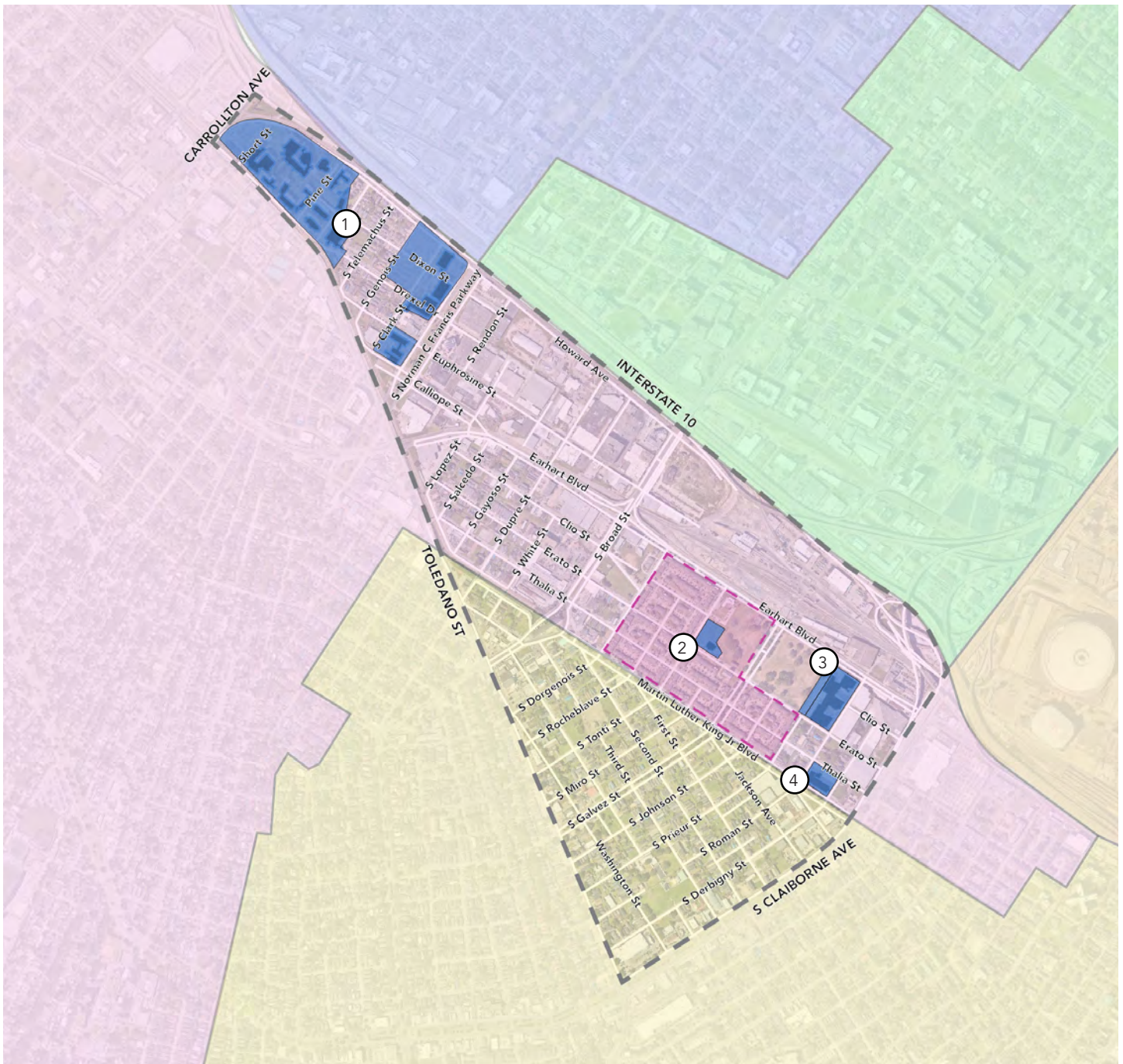
The neighborhood generally lacks dedicated park spaces. The primary recreation areas are Taylor Park and the Rosenwald Recreation Center.

Taylor Park and Rosenwald Amenities:

- Covered Basketball Court
- Playground
- Soccer Field
- Playground
- Baseball Field
- Pool

LEGEND

- Choice Neighborhood Boundary
- Marrero Commons
- Parks
- Rosenwald Recreation Center
- Taylor Park










EDUCATION

The B.W. Cooper / Earhart Neighborhood includes two charter schools: Booker T. Washington and KIPP Central City Primary. Marrero Commons includes the onsite Viney Reynolds Parent/Child Development Center.

Xavier University of Louisiana (also known as XULA) is a private, historically black (HBCU), Catholic university in New Orleans, Louisiana. It is the only Catholic HBCU and, upon the canonization of Katharine Drexel in 2000, became the first Catholic university founded by a saint. It currently enrolls 2,727 undergraduate students.

LEGEND

-  Choice Neighborhood Boundary
-  Marrero Commons
-  School
-  ① Xavier University of Louisiana
-  ② The Viney Reynolds Parent/Child Development Center
-  ③ Booker T. Washington High School
-  ④ KIPP Central City Primary



GOVERNMENT SERVICES

The B.W. Cooper / Earhart Neighborhood includes several local, state, and federal government services. Some of these services include the Pontchartrain Housing Corporation and the Melpomene Pumping Station.

LEGEND

- Choice Neighborhood Boundary
- Marrero Commons
- Government Service
- 1 Express Employment Professionals
- 2 Pontchartrain Housing Corporation
- 3 Willwoods Community
- 4 Melpomene Pumping Station #1



RELIGIOUS ORGANIZATIONS

The B.W. Cooper / Earhart Neighborhood is home to a number of religious organizations that represent different denominations. Some of the churches also offer space for non-profits and food distribution services

LEGEND

Choice Neighborhood Boundary

Marrero Commons

Religious Organizations

① Beulah Baptist Church

② James Chapel Baptist Church

③ Ephesian Baptist Church

④ Pure Light Baptist Church

⑤ Ministerio Profetico Cristo Viene

⑥ Jerusalem Church of God-Christ

⑦ St. John's Family Worship Center

⑧ Peck United Methodist Church

⑨ La. Iglesia-Profetica Jesus-Viene En-Las Nubes

⑩ Pleasant Zion Baptist Church

⑪ Pleasant Hill Baptist Church

⑫ Castle Rock Community Church

⑬ Stronger Hope Baptist Church

⑭ Regeneration Church NOLA

⑮ New Mount Era M.B.C.

⑯ Morning Glory Fellowship Church

⑰ First Agape Baptist Church

⑱ Solid Rock Baptist Church

⑲ New Tree of Life Baptist Church



COMMUNITY AMENITIES

The B.W. Cooper / Earhart Neighborhood includes several non-profits, cultural organizations, and other staple amenities that provide indispensable resources for the community. Some amenities include Rosenwald Recreation Center located just north of Marrero Commons.

LEGEND









- | | | | |
|--|------------------------------|--|--------------------------------|
| | Choice Neighborhood Boundary | | Rosenwald Recreation Center |
| | Marrero Commons | | Heart Foundation Inc. |
| | Community Amenity | | Cultivating Youth |
| | STEM NOLA | | Urban Impact New Orleans |
| | El Centro | | Hoffman Early Learning Center |
| | Propeller | | Mc Millian's First Steps Child |
| | Youth Run NOLA | | South Claiborne Market |
| | CASA New Orleans | | Us Helping Us New Orleans |
| | Together New Orleans | | |
| | Peace Headstart LLC | | |
| | Aeren's Supermarket | | |

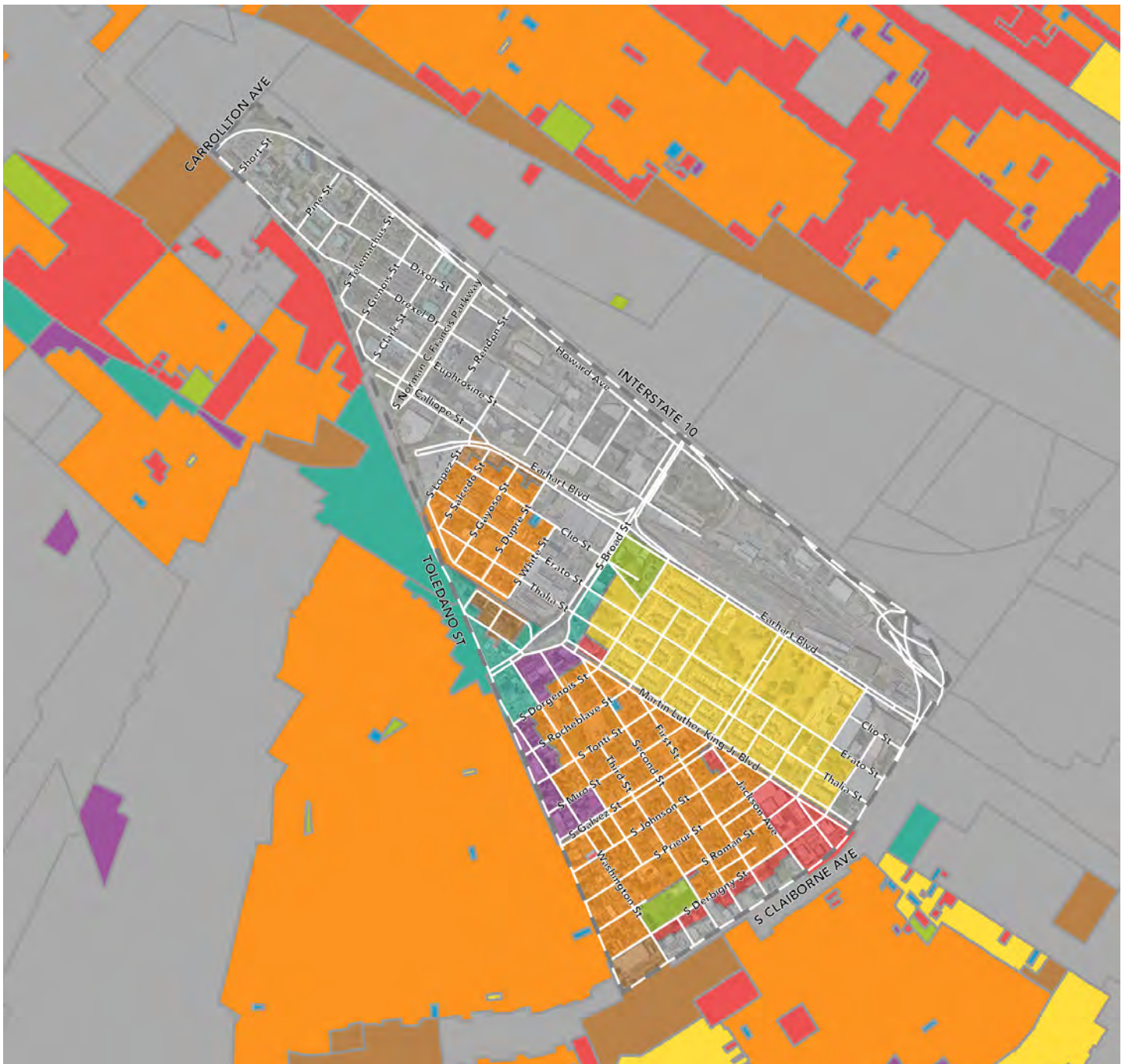


HEALTH-RELATED SERVICES

The neighborhood includes an emergency medical center off of Earhart Boulevard. There are a few medical clinics including the Start Community Health Center and Oak Street Health Clinic.

LEGEND

-  Choice Neighborhood Boundary
-  Marrero Commons
-  Health-Related Service
-  ① Jackson Hands of Change
-  ② Odyssey House Louisiana Detox
-  ③ Start Community Health Center
-  ④ Oak Street Health South Claiborne Primary Care Clinic
-  ⑤ New Orleans Emergency Med Services

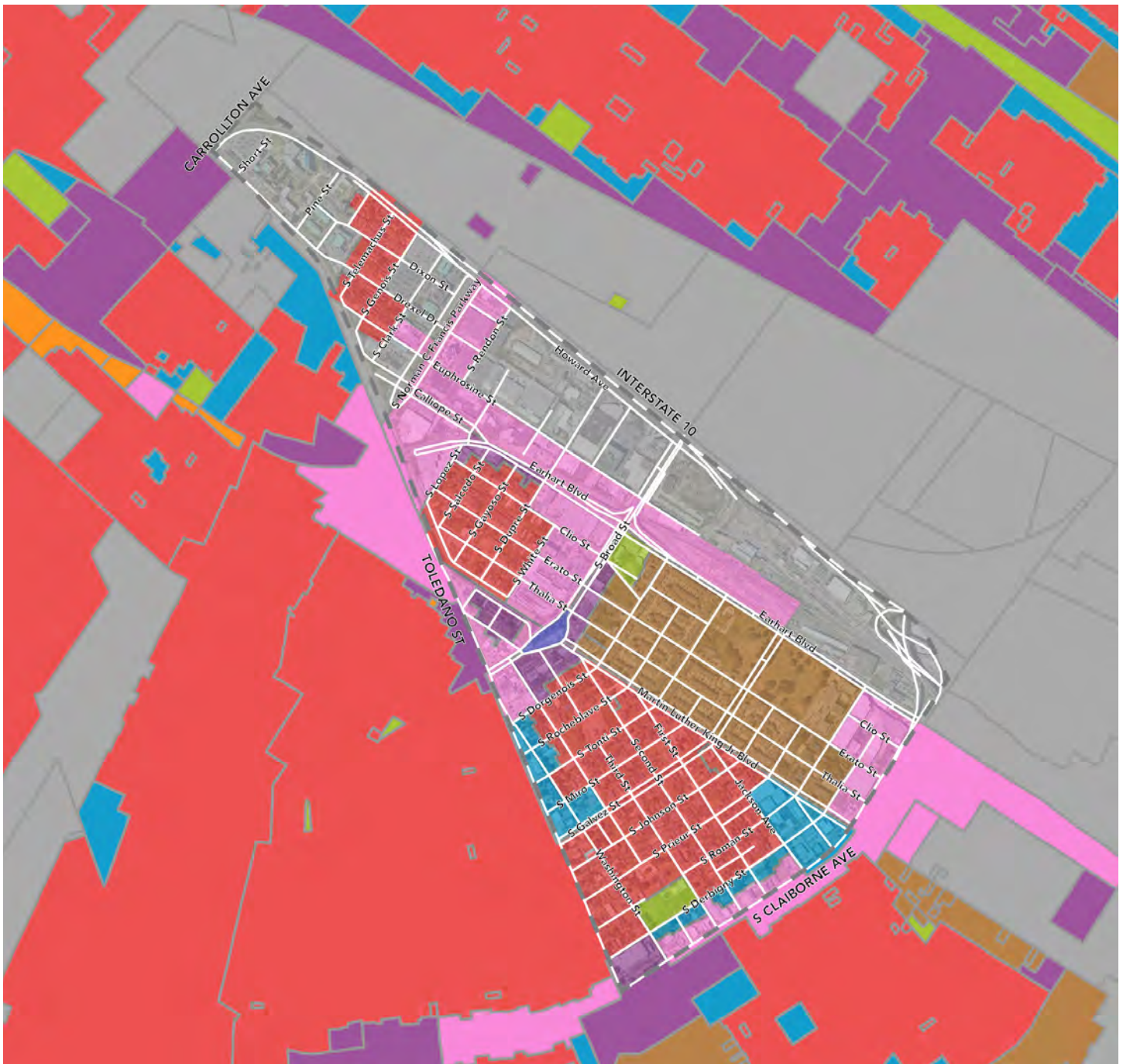


ZONING

The B.W. Cooper / Earhart Neighborhood has a variety of uses including residential, commercial, and industrial. Most commercial properties are located along Toledano Street and a few along Broad Street. The eastern portion of the target neighborhood includes light industrial as well as heavy commercial. Residential is concentrated south of Broad Street between Toledano Street and Earhart Boulevard.

LEGEND

- Choice Neighborhood Boundary
- Historic Urban Neighborhood Mixed-Use District
- Historic Urban Neighborhood Business District
- Neighborhood Open Space District
- Historic Urban Neighborhood Business District
- Historic Urban Two-Family Residential District
- Historic Urban Multi-Family Residential District
- Historic Marigny/Tremé/Bywater Commercial District
- Medium Intensity Mixed-Use District
- General Commercial District
- Suburban Business District
- Other

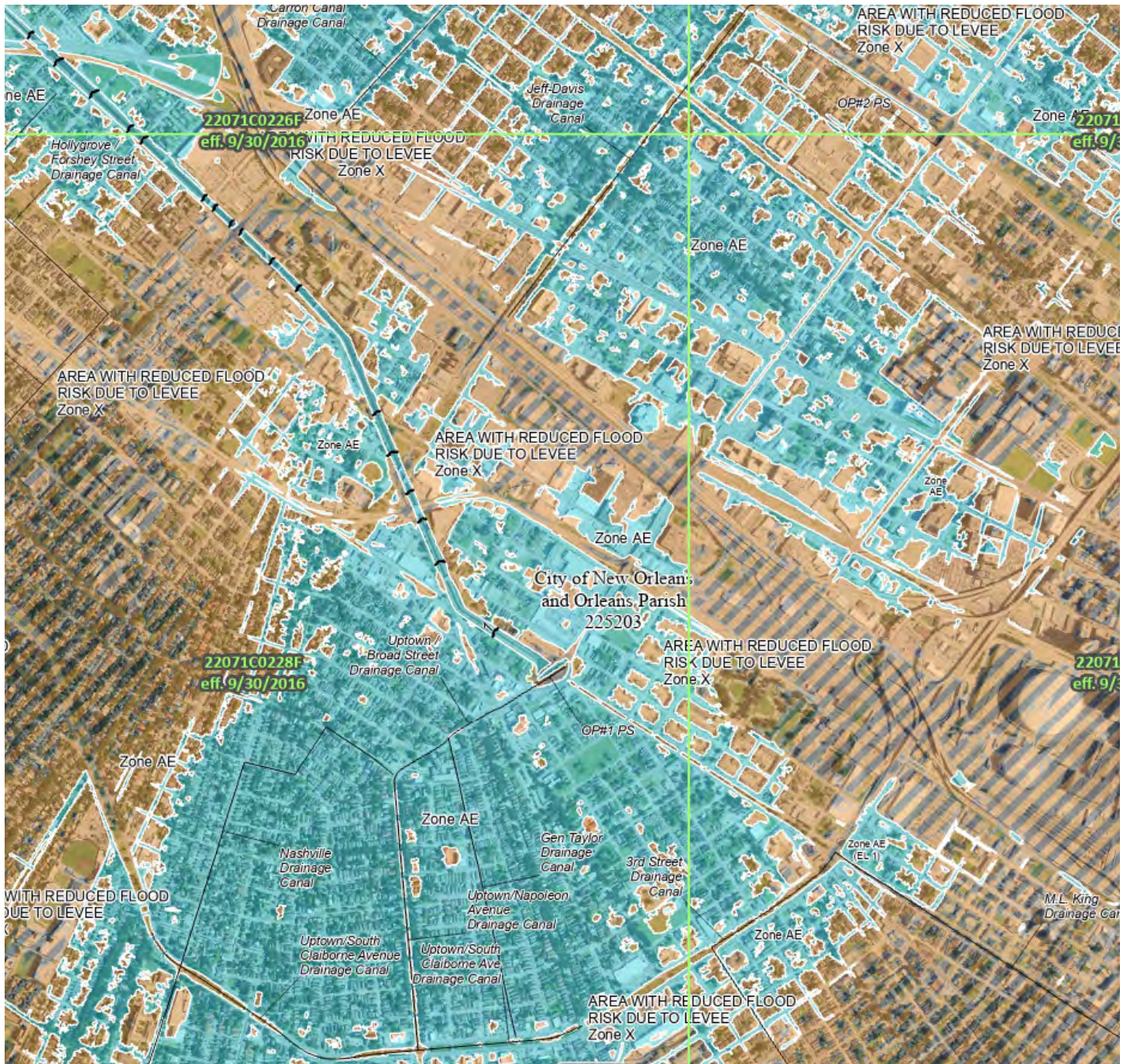


FUTURE LAND USE

The map reflects the land uses that correspond to the long term vision, goals and policies expressed in the master plan, and it constitutes the most direct link between the Master Plan and the Comprehensive Zoning Ordinance.

LEGEND




- Choice Neighborhood Boundary
- Residential Low Density Pre-War
- Mixed-Use Low Density
- Parkland and Open Space
- Mixed-Use Medium Density
- Neighborhood Commercial
- Mixed-Use Historic Core
- General Commercial
- Residential Medium Density Pre-War
- Residential Historic Core
- Industrial
- Other



FLOOD HAZARD

The map to the right delineates the areas of the neighborhood that are within the floodplain. Some portions of the neighborhood are located in FEMA Flood Zone AE, meaning they have a 1% annual chance of flooding. The eastern boundary is classified Zone X, meaning they have a 0.2% annual chance of flooding. The area along Washington St. up to the Melpomene Pumping Station has reduced flood risk due to levee.

LEGEND







-  Choice Neighborhood Boundary
-  Zone AE - 100 Year Floodplain
-  Zone X - 500 Year Floodplain



TRANSIT NETWORK






The Regional Transit Authority builds and operates regional transit service throughout Jefferson, Orleans and St. Bernard Parishes. The RTA system currently includes five streetcar lines, 30 bus routes, and two ferry routes, plus paratransit services. The RTA moves more than 19 million passengers throughout the system every year. Five routes run on the perimeter of the B.W. Cooper / Earhart Neighborhood.

LEGEND

-  Choice Neighborhood Boundary
-  3 - Tulane - Elwood
-  9 - Broad - Napoleon
-  27 - Louisiana
-  51 - St. Bernard-Claiborne
-  52 - Paris - Broadmoor

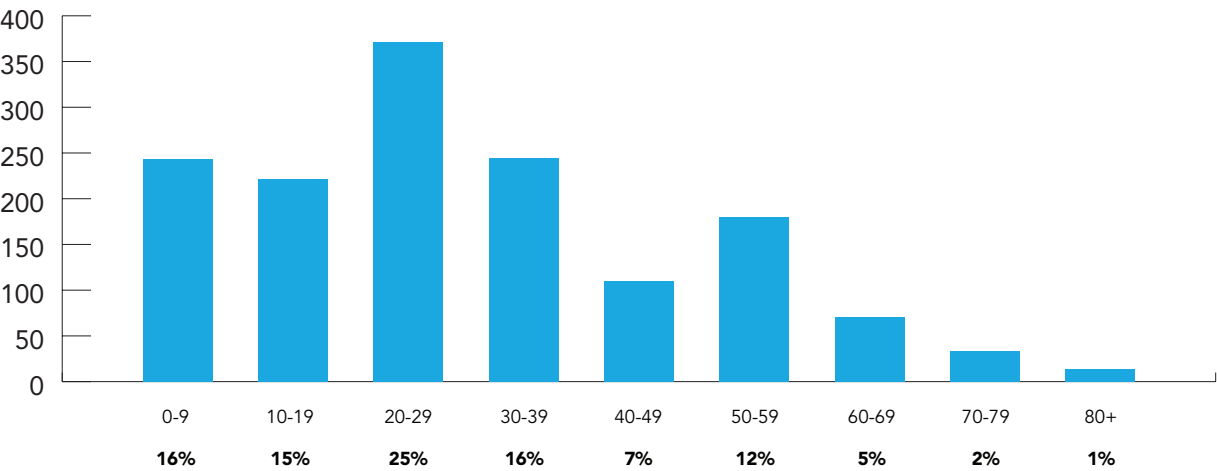


LEGEND

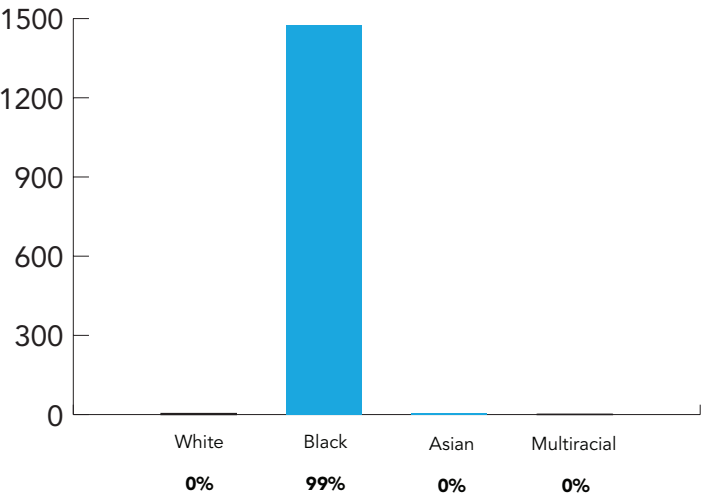
-  Choice Neighborhood Boundary
-  Bike Lanes
-  Shared Lanes
-  Off-Street Trails/Access Points
-  Bicycle Connector Routes

NEIGHBORHOOD DEMOGRAPHICS

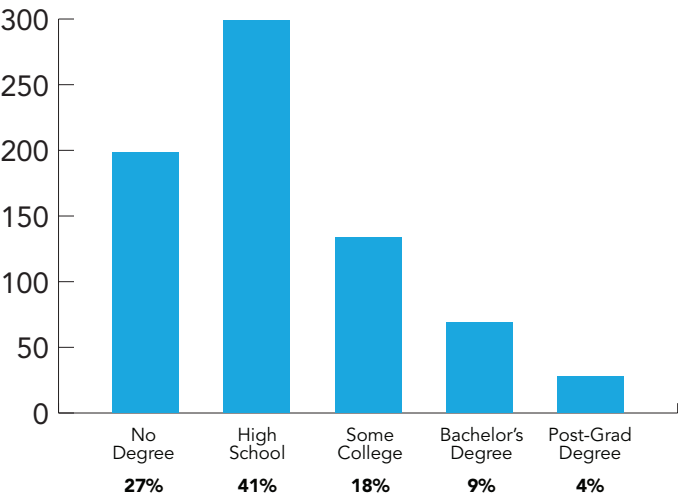
POPULATION BY AGE



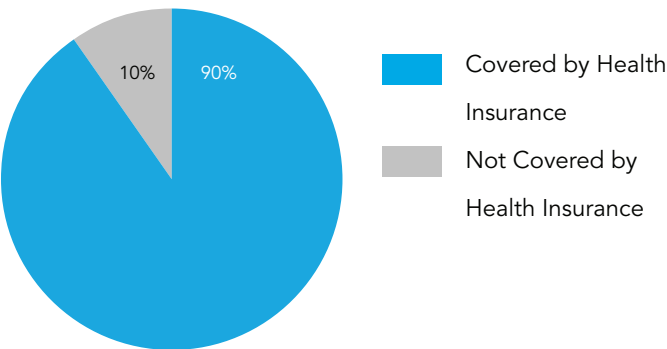
POPULATION BY RACE/ETHNICITY



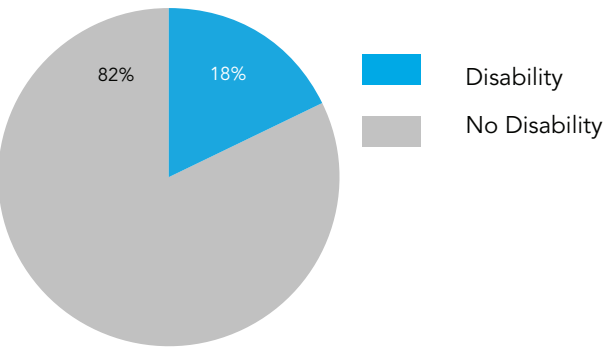
EDUCATIONAL ATTAINMENT



HEALTH INSURANCE COVERAGE

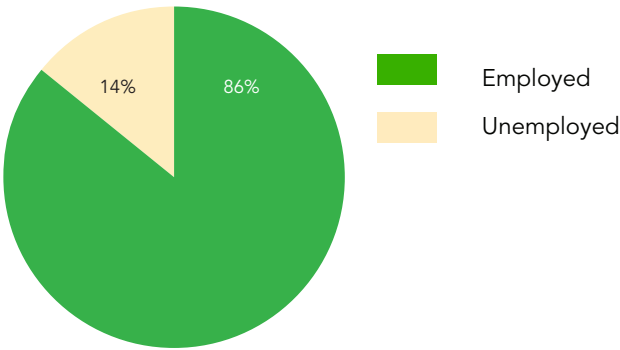


DISABILITY STATUS

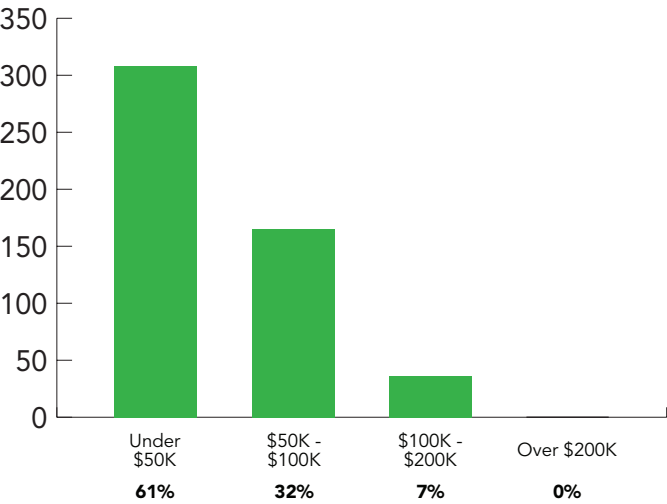


The City of New Orleans has approximately 376,971 residents while the B.W. Cooper / Earhart Community has 4,990 according to the most recent Census data. African-Americans are 59.2% of the population in New Orleans but are 97.5% of the population in the B.W. Cooper / Earhart community. Only 40.5% of residents in the B.W. Cooper / Earhart community have completed high school or the equivalent, while 87.7% have done so in the City. In addition, the median income in the City of New Orleans is \$43,258 and for the B.W. Cooper / Earhart residents the median income is only \$15,582.

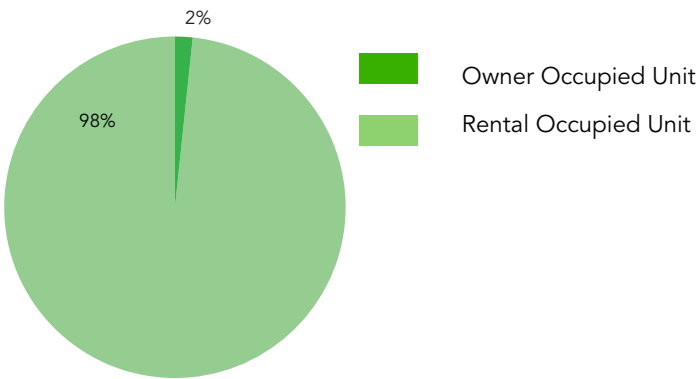
EMPLOYMENT RATE



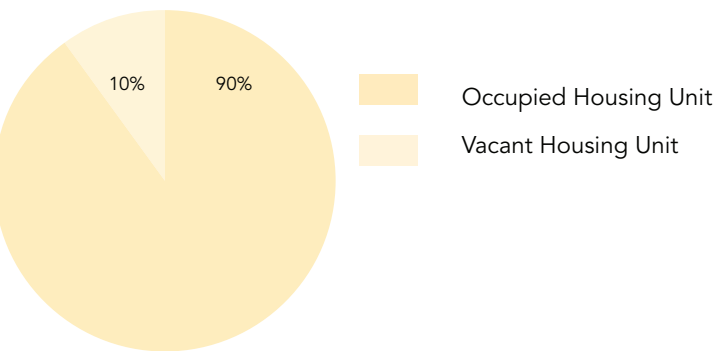
HOUSEHOLD INCOME



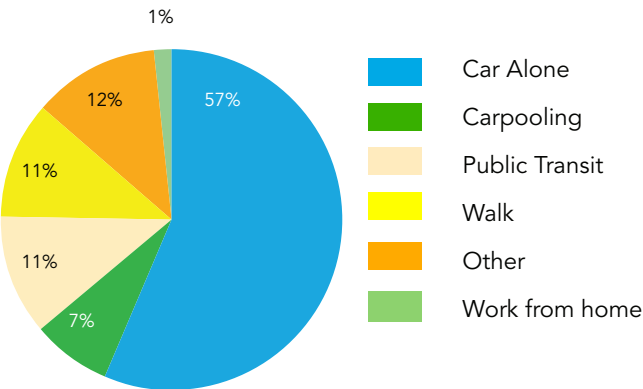
HOME OWNERSHIP RATES



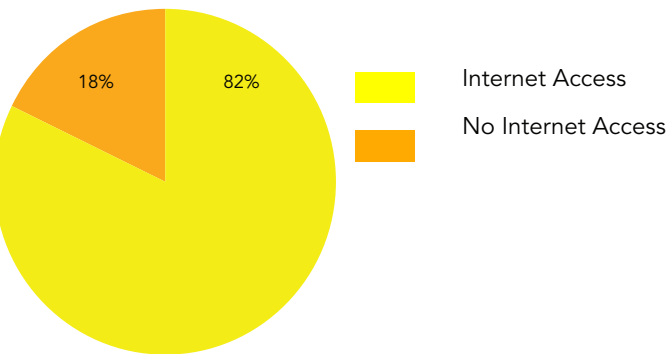
VACANCY STATUS



MODE OF TRANSPORTATION TO WORK



INTERNET ACCESS



04



PLANNING PROCESS



PLANNING PHASES

The B.W. Cooper / Earhart CN Plan has been created through a process that: 1) builds trust and empowers local stakeholders; 2) expands upon development and programs that HANO has successfully completed; and 3) builds consensus between businesses, residents, and stakeholders on early implementation actions. The planning process includes six phases overall:

- Phase 1: Listening and Learning
- Phase 2: Visioning for the Future
- Phase 3: Strategies
- Phase 4: Elements of the Plan
- Phase 5: Draft Plan
- Phase 6: Final Plan

TIMELINE IN PROGRESS

The following graphic shows a timeline of the meetings and events held throughout the 2.5 year process (2022-2025).

COMMUNITY COLLABORATION

COMMUNITY AMBASSADORS

We strongly believe in resident empowerment, and have aimed to ensure that our team, our collaborators, and our actions represent the B.W. Cooper / Earhart Neighborhood. Community Ambassadors have been identified through this process and have become part of the Planning Team, assisting with engagement, early action projects, and decision making.

The eight Community Ambassadors are former B.W. Cooper residents, current housing residents at Marrero Commons, or part of the surrounding neighborhood. The Ambassadors are: **Darlene Banks, Pearl Banks, Donna Johnigan, Irwin Jones, Susie Trosclair, Claudette Warren, Sequoia Warren, Terry Clay, Wanda Francois, Keith Bourne, Patricia Grove, Theophilus Mackey, Theophilus Moore, Deborah Jackson, and Denise Pierre.**

The Ambassadors have played a crucial role in increasing resident engagement, specifically increasing participation from four to over sixty residents throughout the community meetings. Community Ambassadors continue to lead and carry out initiatives and actions within their neighborhood to help to ensure that revitalization efforts fully benefit the local community.

KEY PERSON INTERVIEWS

Key person interviews involved selected agencies and service providers, including Together New Orleans, Urban Impact New Orleans, Odyssey House of Louisiana, and more. These interview sessions were designed to gain local insights into the project area, its history, existing conditions, planned improvement initiatives and other topics to be addressed in the development of the Choice Cooper Neighborhood Transformation Plan, and to build local support for implementation. This phase helped establish the community context and provided the Planning Team with important information on the assets, issues and opportunities present in New Orleans.

WORKING GROUPS

Working Groups were created to develop strategies that respond to the issues and challenges that have emerged from the initial community meetings and visioning workshops. Working Groups were created under the three pillars of the CN process: **People, Housing,** and **Neighborhood.** The Working Groups include key service providers with specific expertise who can help devise programmatic responses to address challenges and suggest appropriate goals for improving baseline conditions. Target housing residents and neighborhood leadership were invited to join the Working Groups to provide insights into what will work best within the neighborhood context and best meet residents' needs.



Working Group meeting participants

COMMUNITY ENGAGEMENT

HANO and its strong group of partners have utilized unique and effective outreach techniques and activities, including online interactive tools, to keep residents engaged throughout the process. Multiple forms of communication have been utilized to reach HANO and neighborhood residents. A project website has been established (<https://coopercommunity.org/>) to document the planning process and provide easy access to information. Flyers and notices are distributed prior to meetings through our Community Ambassadors. Word of mouth via the Community Ambassadors has been one of the most successful tools in getting residents to come out and participate. Engaging local neighborhood groups and organizations has



also attracted participation from residents. Residents have been engaged at key points in the planning process as outlined in the timeline on a previous page.

Focus Groups

HANO began phase one with focus group interviews, including: Seniors, Business Community, Marrero Commons residents, Together Gert Town Neighborhood Association, City of New Orleans Public Works Department and Xavier University. The six focus groups were interviewed to determine specific needs as well as assets and opportunities.

Youth Workshop

Youth residents were invited to participate and give feedback in every meeting. Youth were able to participate in activities such as drawing pictures of their desired neighborhood or giving verbal feedback on needs and assets in their community. They were also able to present their ideas to adults and the Planning Team.

COMMUNITY MEETINGS

Community Meeting 1

Community Meeting 1 was held at Rosenwald Community Center on June 7, 2023. Due to weather conditions at the time of the meeting, it was not heavily attended. However, HANO was able to utilize the meeting to hold a focus group with members from the Together Gert Town Neighborhood Association. The group provided valuable insights including top needs of the community and information on additional outreach to residents.

Community Meeting 2

Community Meeting 2 was held on July 11, 2023 at Propeller. Identified as a neighborhood amenity, Propeller is a non profit organization that serves as a coworking space with programming that helps entrepreneurs and small business owners tackle social and environmental disparities. Propeller is located on Washington Avenue and Broad Street, both major commercial corridors. Over 50 local residents and partners gathered to learn about the Choice Neighborhood Initiative and how it relates to the B.W. Cooper / Earhart Neighborhood. Participants were able to interact with HANO and ask questions about the planning process, housing, Early Action Project and other topics. Participants were also engaged in an activity in which they identified strengths, weaknesses, opportunities, and threats in the neighborhood through a SWOT Analysis.

Community Meeting 3

Community Meeting 3 was held on July 26, 2023 at Rosenwald Community Center. Over 60 residents and partners were in attendance. This meeting allowed for the creation of Task Force Groups. These groups were created to develop action items that respond to the needs and opportunities that were presented from the initial community and visioning meetings.



Community Meeting 2



Community Meeting 3

Community Meeting 4

The People Task Force held a community meeting on August 23, 2023 at the Rosenwald Community Center. Participants were able to engage a new partner, Orleans Career Project (OCP), established by Delgado Community College Workforce Development, Judge Arthur Hunter, Jr (Ret), and Greater New Orleans, Inc. OCP aims at bringing real, generational change to New Orleans. Participants were able to sign up for key study areas including GED, gaming, health care, CDL licensing, maritime, and heavy equipment operations. They also received information about scholarships opportunities available through the programs.

Community Meeting 5

Community Meeting 5 was held at the Rosenwald Recreation Center on July 17, 2024. Around 30 residents gathered to participate in activities and discussions related to the Choice Cooper Neighborhood Transformation Plan, and to enjoy free food and raffle prizes. Four activity stations were set up for residents to engage the past, present, and future of the B.W. Cooper Neighborhood, as well as gather information on the Early Action Project. The four activity stations included:

- Past: Postcards from B.W. Cooper
- Present: Early Action Project
- Future: Mapping the Neighborhood
- Future: Visioning for the Future

Mother's Day & Father's Day Events

HANO held its annual Mother's Day (May 11, 2024) and Father's Day (June 14, 2024) events at the Marrero Commons Clubhouse. The Planning team set up a Choice table at both events, providing residents with information about Choice as well as encouraging them to fill out the Resident Survey. The Team was able to interact with residents and provided flowers to the mothers celebrating this day. Following the events, residents were invited to participate in a Restorative Justice Circle conversation. These circles became a space for healing, storytelling, and resilience-building, revealing the profound history many residents have carried for generations. Residents were able to openly share their thoughts and feelings about the B.W. Cooper / Earhart Neighborhood as well as other topics.



Restorative Justice Circle



Community Meeting 5

RESTORATIVE JUSTICE CIRCLES

Creating a Safe Space

The Restorative Justice Circle process, inspired by Indigenous practices, was essential in breaking down barriers and building trust with the community. It created a safe space where residents could come together, share openly, and reconnect with one another. For many, this was the first time they felt truly heard and respected in a long time.

The Power of the Talking Piece

A key part of the process was the introduction of a talking piece—a symbol of respect and active listening. The talking piece ensured that every resident had the opportunity to speak without interruption and to be heard without judgment. For many participants, this experience of being listened to—of having their voice matter—was transformative. We shared stories that were both heartbreaking and uplifting. We laughed, we cried, and we allowed space for both grief and hope. The talking piece became a powerful symbol of trust and empowerment as residents opened up about their experiences. This simple yet profound practice helped foster deep connections among circle members.

Holding Space for Grief, Hope, and Inspiration

The circles provided a space where residents could share their pain and loss, particularly in the wake of Hurricane Katrina. Most of the brick buildings in the former B.W. Cooper property was demolished, despite protests from residents who had not been able to return after the storm. Many spoke of the devastation the storm caused—homes destroyed, families displaced, and the overwhelming struggle of rebuilding. For some, the grief was still fresh,

nearly two decades later.

But the circle wasn't just a space for grief; it was also a place for hope. As residents shared their stories, they also shared their visions for the future. We laughed together, finding moments of joy and inspiration. By the end of the circle, many residents expressed how glad they were they came and also spoke about the hope they had for their community moving forward. This sense of solidarity strengthened the bonds between residents, fostering a deeper connection and trust.

Key Takeaways

- Strengthening Trust and Engagement: Restorative Justice Circles create safe spaces where residents feel heard and respected. By fostering mutual respect and transparency, housing authorities can build stronger community relationships.
- Trauma-Informed Practices: Restorative Justice Circles offer a trauma-informed approach to healing, addressing emotional and historical scars that often go unrecognized in revitalization efforts.
- Elevating Resident Leadership: By training residents as facilitators, housing authorities can elevate local leadership and empower communities to take ownership of their own futures.
- Combating Isolation and Supporting Vulnerable Populations: Restorative Justice Circles can reconnect isolated groups, such as seniors and formerly incarcerated individuals, ensuring that no one is left behind during revitalization efforts.
- Valuing History and Culture: Understanding and valuing a community's history is essential for meaningful, future-focused planning. Restorative Justice Circles offer a way to honor the past while building a thriving future.

05



HOUSING ELEMENT



HOUSING ELEMENT

The Housing Element centers on ensuring the ongoing maintenance and sustainability of Marrero Commons while identifying opportunities for the creation of new mixed-income rental and for-sale housing for both current and future community residents.

The Planning Team developed criteria for potential locations, evaluated available land within the Choice neighborhood community, and integrated larger city-wide strategies for redevelopment as outlined in recent planning documents. The result of these analyses is a Housing Element that identifies six locations whose transformation can be implemented through short- and medium-term action steps. Through this approach, the Housing Element seeks to promote development that is a good use of available resources, and that can have a catalytic effect on their surrounding areas. The overall goal is to locate new housing in areas of opportunity to help improve the lives of residents.

The Housing Element is organized around five key strategies as outlined below

- Maintenance and Sustainability of Marrero Commons
- Senior Housing Development
- Mixed-Income Housing for Artists and Creatives
- Neighborhood Infill Housing
- Support a Community Land Trust Model

MARKET ANALYSIS KEY FINDINGS

The Market Analysis was conducted to support decision-making for the Choice Cooper Transformation Plan. The Analysis evaluated development potential based on market demand and pricing, along with recommendations based on HUD Choice Neighborhoods goals (socio-economic diversity, catalytic development, neighborhood transformation, affordable housing in all forms). The Analysis also provided guidance on physical improvements in the neighborhood in partnership with the City and key partners to revitalize the neighborhood, improve outcomes for HUD-assisted residents, and spark private development.

The Market Analysis for the B.W. Cooper/ Earhart target neighborhood assesses market feasibility for new residential and retail development and recommends potential strategies based on market potential and the objectives of the HUD Choice Neighborhoods Program. The data used to estimate market potential includes ESRI Business Analyst, MLS and other realty trade groups, and publicly available data from the Census, HUD, and the FFIEC. The estimates use industry standard methods, with growth projections and income distribution based on historical trends.

Existing Conditions

- The B.W. Cooper/Earhart target neighborhood is centrally and strategically located, within walking distance to the Medical District and approximately one mile from the Central Business District and the French Quarter. Within a 30-minute walk of the target housing site there are more than 43,000 jobs.
- Walkability and public transportation are important to neighborhood residents since 43% of households do not own a car. Among employed residents, 12% walked to their jobs (six times higher than national average) and another 12% took the bus (three times higher than national average). Most employed residents work in the services industry or retail.
- The neighborhood median income is low (\$23,000 per year) but one in four households earns above \$50,000 per year. The existing income diversity

in the target neighborhood implies mixed income development is feasible at an earlier stage of redevelopment (i.e. revitalization efforts do not have to “build up” the neighborhood to attract moderate or middle income households).

- Most of the neighborhood’s households (>80%) are renters living in smaller structures (one to four unit structures). The neighborhood’s high density encourages walkability, favorable for neighborhood retail and services, and infill development of smaller multi-family structures. There is also significant potential to increase homeownership opportunities in the target neighborhood.
- The neighborhood is surrounded by higher priced neighborhoods with significantly higher rents and home prices and yet remains distressed with deflated property values and high vacancy.

Housing Market Conditions

- Between 2021 and 2023, 36 homes were sold in the target neighborhood, with an average sale price of \$218,000 or \$154 per square foot. This is affordable to a household earning approximately \$65,000 per year (or 95% of AMI for a two-person household in 2024). Of these sales, 17 were new construction, which sold at an average price of \$272,000 or \$176 per square foot. This is affordable to a household earning approximately \$83,000 per year (or 120% of AMI for a two-person household in 2024).
- Based on a survey of roughly 3,600 rental units within multi-family developments, average rents range from \$1.54 to \$2.42 per square foot.
- Based on a survey of 30 small-scale rentals (single-family homes, doubles, triplexes and fourplexes) within the target neighborhood, rents per square foot range between \$1.24 and \$1.83 per square foot, with a median price of \$1.46 per square foot.
- Rental occupancy rates in central New Orleans have declined since 2022, when there was a severe shortage of rental housing (vacancy rates at that time were 2%). The occupancy rate in Q1 2024 is now an estimated 94.5%, indicating rental housing remains in high demand in central New Orleans.

Housing Demand

- According to ESRI forecasts, the population within the primary market area is expected to increase slowly (~0.3% annually) but there is an anticipated shift in demographics, with a significant decrease in very low income households and an increase in higher income households. As a result, demand for lower-priced rental units stems from turnover of existing residents (a New Orleans renter moving out of one unit and into another unit) as opposed to new households moving into the city.
- Between 2025 and 2032, the forecasted demand for rental units in the target neighborhood is between 1,043 and 1,384 units, with roughly half affordable to households earning less than 60% of AMI.
- Demand for homes for sale will be fueled by new residents and existing renters shifting into the homeownership market. Between 2025 and 2032, the forecasted demand for new homes for sale in the target neighborhood is between 223 and 887 homes. In consideration of the target neighborhood's central location and shortage of affordable homeownership opportunities within central New Orleans, this estimate is conservative.

Table 1: Estimated Demand for New Rental Units and Homes for Purchase in the Target Neighborhood – Moderate Growth Scenario

Rental Units	<40% AMI	40% - 60% AMI	60% - 80% AMI	>80% AMI	Total
1-Bedroom	149	66	84	154	453
2-Bedroom	143	51	67	122	382
3-Bedroom	66	22	34	59	181
4+ bedroom	11	4	5	6	27
Total	369	143	189	341	1,043
Distribution	35%	14%	18%	33%	100%

Units for Purchase	<50% AMI	50% - 80% AMI	80% - 120% AMI	>120% AMI	Total
1-Bedroom	3	3	3	9	18
2-Bedroom	7	8	10	38	63
3-Bedroom	7	12	17	73	108
4+ bedroom	2	3	6	24	34
Total	18	26	35	144	223
Distribution	8%	12%	16%	65%	100%

Source: Atria Planning using data provided by ESRI, HUD, MLS, FFIEC, and American Community Survey

Table 2: Estimated Demand for New Rental Units and Homes for Purchase in the Target Neighborhood – High Growth Scenario

Rental Units	<40% AMI	40% - 60% AMI	60% - 80% AMI	>80% AMI	Total
1-Bedroom	207	96	119	212	634
2-Bedroom	181	66	85	150	482
3-Bedroom	85	29	43	74	231
4+ bedroom	15	5	7	9	36
Total	488	196	254	445	1,384
Distribution	35%	14%	18%	32%	100%

Units for Purchase	<50% AMI	50% - 80% AMI	80% - 120% AMI	>120% AMI	Total
1-Bedroom	11	11	12	38	71
2-Bedroom	27	33	39	154	252
3-Bedroom	27	46	64	290	427
4+ bedroom	6	13	22	95	136
Total	71	103	136	577	887
Distribution	8%	12%	15%	65%	100%

Source: Atria Planning using data provided by ESRI, HUD, MLS, FFIEC, and American Community Survey

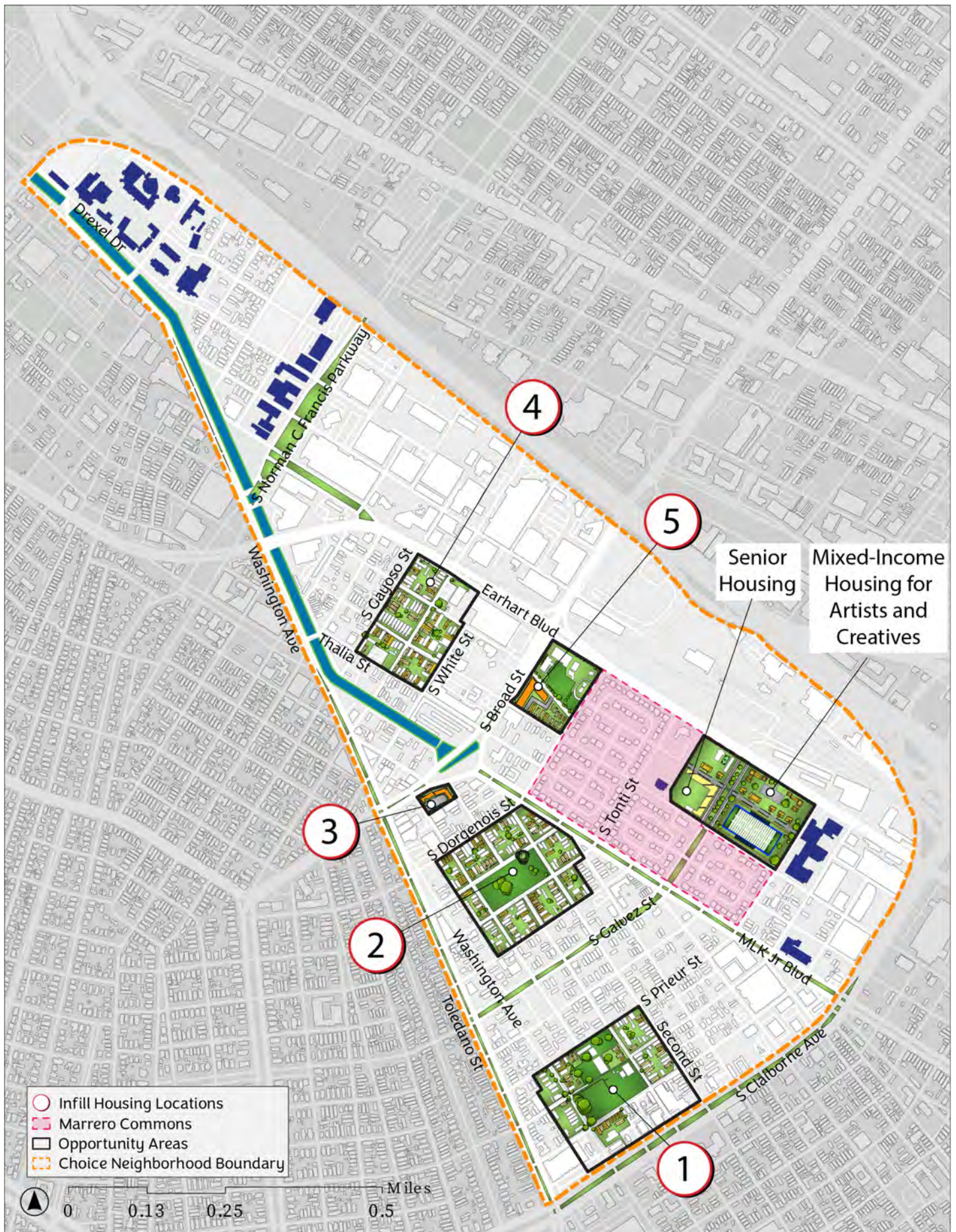
MIXED-INCOME HOUSING

A mixed-income housing development, such as Marrero Commons, consists of housing units with differing levels of affordability, often with some market-rate housing along with units that are available to low-income occupants below market rate. The “mix” of affordable and market-rate units that comprise mixed-income developments differs from community to community, and can depend on location, the local housing market, and the marketability of the units themselves. Federal, state, and local governments employ a wide variety of methods to support the development of mixed-income housing. Public housing authorities and their housing partners often design approaches that take maximum advantage of many established government incentive programs. This effort, and have worked to foster a seamless and inclusive collaboration with local leaders and those currently working in the neighborhood to develop strategies and solutions that are driven through community ownership.

Mixed-income housing improves education. The educational benefits of mixed-income housing affect all income classes. Experience shows that the socioeconomic status of a school’s pupil population is the primary factor related to academic performance. Both academic performance and life opportunities of low-income pupils improve significantly when they are surrounded by middle-class classmates. Studies further confirm that the academic performance of middle-class students is not adversely affected by having modest proportions of low-income classmates. Mixed-income neighborhoods produce mixed-income neighborhood schools, and everybody wins.

Mixed-income housing is good for neighborhood stability. Mixed-income housing contributes to the long-term sustainability of affordable housing. In order to attract and retain occupants willing to pay affordable and market rates for housing, the design and construction of all the housing units in the development (including the below market-rate units) typically are higher quality than traditionally-developed public housing. In addition, the communities tend to be more stable than many of the communities that support exclusively low-income housing. These are direct benefits to low- and very low-income occupants.

Mixed-income housing is a safe investment. The objection to mixed-income housing that is most often expressed is the fear that mixed-income housing will adversely affect the market value of nearby homes. However, mixed-income developments usually contain only a limited percentage of subsidized housing, and home builders have shown remarkable ingenuity in producing affordable housing that is architecturally compatible with neighboring market-rate homes, thereby preserving and improving the character and marketability of the neighborhood.



1. MAINTENANCE AND SUSTAINABILITY OF MARRERO COMMONS

Our ongoing interactions with the residents have brought several critical issues to light, which are significantly impacting their quality of life for existing Marrero Commons residents. The residents are understandably preoccupied with the immediate and pressing concerns about their living conditions, which makes it more difficult to ensure that the long-range Choice Cooper Transformation Plan has their full backing and support. In response, a new Asset Management Director has been selected to address the following resident complaints and a new Executive Director is being sought. Primary concerns include the following and should be addressed in the short-term through collaboration between HANO staff, McCormack Baron Salazar (property management), and Urban Strategies (program management).

Unaddressed Maintenance Requests

There is a backlog of maintenance requests from residents that remain unaddressed. This backlog is causing considerable distress among the community members and is a significant barrier to their well-being.

Perceived Discriminatory Practices

It has been noted that public housing residents are being provided with used appliances, whereas other residents receive new ones. This practice is perceived as discriminatory and is fostering a sense of inequity within the community.

Unprofessional Conduct by Management Staff

Numerous reports have been made regarding unprofessional behavior by the management staff towards residents. This includes dismissive attitudes and a lack of responsiveness to resident concerns, which undermines trust and cooperation.

Punitive Approach to Resident Concerns

The management's approach to addressing resident issues often appears punitive rather than supportive. This includes threats of eviction and other penalties, which exacerbate the residents' sense of vulnerability and insecurity.

Barriers for Formerly Incarcerated

There is an urgent need to address the barriers that formerly incarcerated men in the community face in accessing housing, jobs, and resources for self-determination. Addressing these barriers can help in their successful reintegration into the community.

Substandard Interior Conditions

The interior state of many units in Marrero Commons is substandard, with issues such as poor maintenance, inadequate repairs, and general neglect. These conditions are unacceptable and contribute to an overall decline in resident morale.

Lack of Access to Clubhouse and Amenities

Residents report that they are not able to access the clubhouse and do not feel welcome to utilize their amenities. This issue needs to be addressed to ensure that all residents can benefit from community facilities.

Request for Restorative Justice Training

Residents have requested to receive restorative justice training to help better engage with management, staff, and other residents. This training can foster a more harmonious community environment and improve interactions.

Addressing these concerns promptly will not only improve the residents' quality of life but also enable us to refocus our efforts on creating a positive and sustainable vision for Marrero Commons. To achieve this, the following actions are recommended:

Immediate Addressing of Maintenance Requests

Implement a plan to expedite the resolution of the outstanding maintenance requests.

Equitable Treatment of Tenants

Ensure all residents, regardless of their housing status, receive equal treatment in terms of amenities and appliances.

Professional Conduct Training

Conduct mandatory training for management staff to improve their interactions with residents and ensure they are responsive, respectful, and trauma-informed.

Supportive Policies

Develop and enforce policies that support rather than penalize residents when they raise legitimate concerns.

Housing Resources for Formerly Incarcerated Men

Provide a comprehensive list of accessible housing resources for men with records and work to remove barriers to their self-determination.

Unit Inspections and Repairs

Conduct thorough inspections of all units and prioritize necessary repairs to bring them up to acceptable living standards.

Access to Amenities

Ensure that all residents have access to the clubhouse and feel welcome to utilize the community amenities.

Restorative Justice Training

Implement restorative justice training programs for residents to foster better engagement and communication within the community.

2. HANO SENIOR HOUSING DEVELOPMENT

In the assessment and visualization phase, it was found that additional affordable housing for seniors was a need and a desire of neighbors. To address the need, HANO along with partners has secured funding to build 103 one-bedroom senior units on the 2.6 acre lot from S. Galvez to S. Tonti streets and Earhart Boulevard to Clio Street. The building

will be 3 stories and 6,175 square feet. Clio Street will be reconnected across the site to S Galvez Street. QAP Accessible Community Space is provided(1,545 s.f. min - 15 s.f./unit). The development will include accessible-route access points to building entrances/exits along with accessible ramps. The building will also include 6 accessible units.



PROPOSED UNIT PLAN



PROPOSED VIEWS

3. MIXED-INCOME HOUSING FOR ARTISTS AND CREATIVES

Adjacent to the new Senior Housing Development at S Galvez Street and Erato Street, the Plan recommends additional mixed-income development of vacant HANO property as housing tailored to artists and creatives who have been getting priced out of central neighborhoods within the City. Due to the industrial and rail adjacencies across Earhart Boulevard, it is recommended that this new housing be designed as creative / loft spaces that could help transition the area from the more traditional housing types of Marrero Commons.

The block bounded by Earhart Boulevard, S Galvez Street, S. Tonti Street and the future Clio Street connection could include the development of 2 individual buildings including 30-35 units, that would integrate with the existing historic B.W. Cooper buildings on site. These historic buildings would be adaptively reused as space for creative / art studio uses and programs that could benefit both Marrero Commons residents, local students, and neighbors as a whole. A small public plaza could be established between the historic buildings to provide a new gathering space for smaller events and activities.

The larger block bounded by Earhart Boulevard, Booker T Washington High School, Erato Street and S Galvez Street would be reimagined as a combination of active recreation space and new housing for artists and creatives. The block would be bisected by a re-connected Clio Street to ensure adequate access and circulation. The northern portion of the block would include approximately 90-120 units of housing within seven buildings of differing sizes and layouts. To the south of the new Clio Street, a neighborhood park space would be created for joint use by Booker T Washington High School, KIPP Central City Primary, Marrero Commons, seniors, and other neighborhood residents. The High School has expressed interest in having a football field and track as part of this space, as students currently have to travel for these facilities. This new park space could serve as a central gathering area for the community, and can host multi-general recreational activities and events.



EXISTING CONDITIONS



4. NEIGHBORHOOD INFILL HOUSING

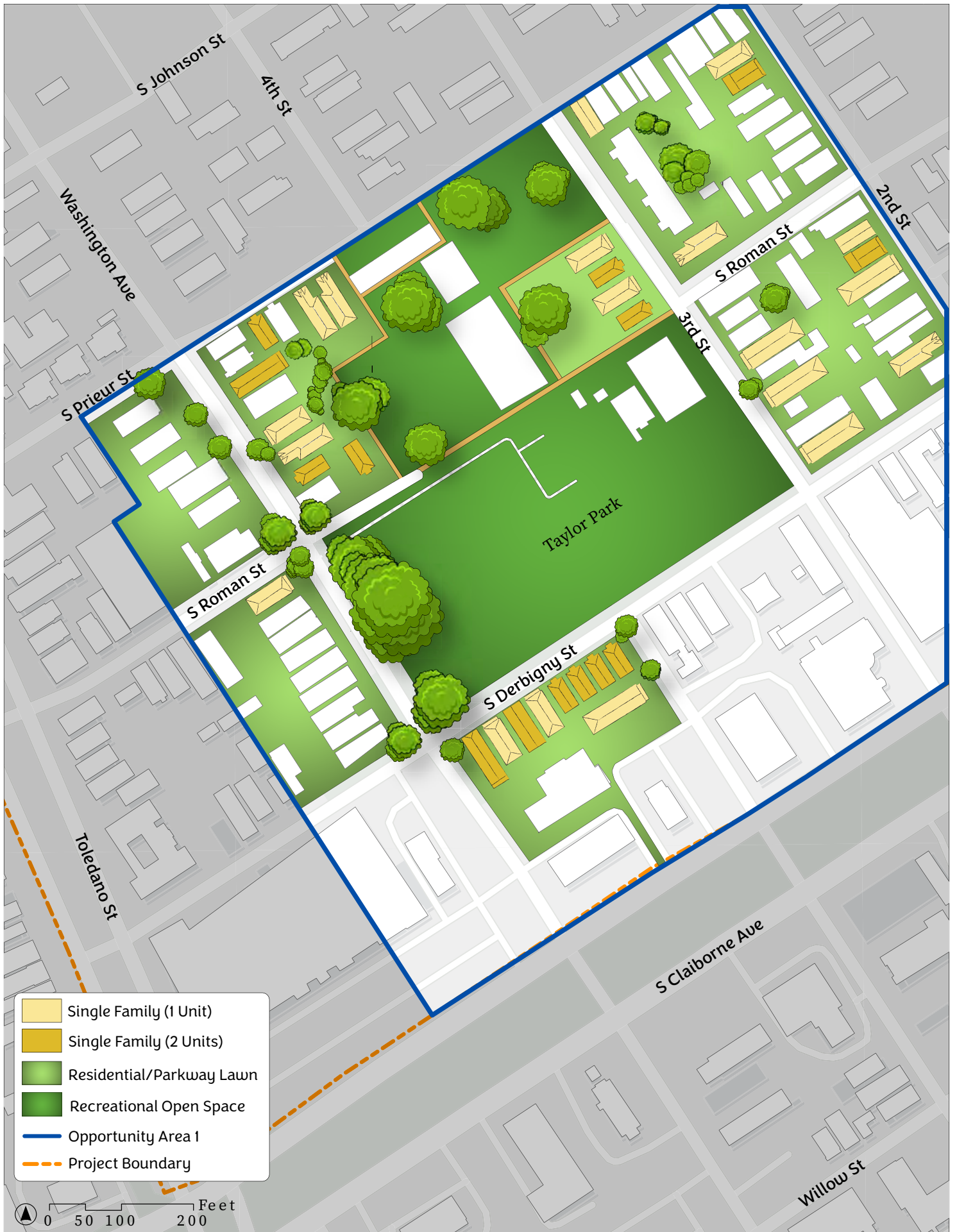
The Plan recommends a focused infill housing development framework organized around five strategic locations. This strategy would help to fill in vacant lots over time, many of which have been vacant since Hurricane Katrina. By focusing on key transportation corridors and open spaces, new residents can have access to improved amenities within the community.

Opportunity Area 1:

Location 1 is centered on the existing Taylor Park, an underutilized open space in the southwestern portion of the CN area. Through a combination of single-family and doubles, approximately 40-50 homes could be created within one block of the Park. In conjunction with new development, the park itself could be upgraded to include features such as walking paths, new ballfields, dog areas and a splash pad or water feature for hot summer months.



LOCATION 1 - EXISTING CONDITIONS



Opportunity Area 2:

Location 2 is focused around the former Clark Joseph S Senior High School site on S Rocheblave Street. The school site is now a block-sized open space that could serve as a catalytic amenity for the immediate surrounding area. Within one block of the open space, approximately 85-95 single-family and double homes could be created providing significant homeownership opportunities while helping to create a safer, more cohesive neighborhood feel. The former school site could be repurposed into a park or community space, or could become an anchor redevelopment site for a larger mixed-use building.

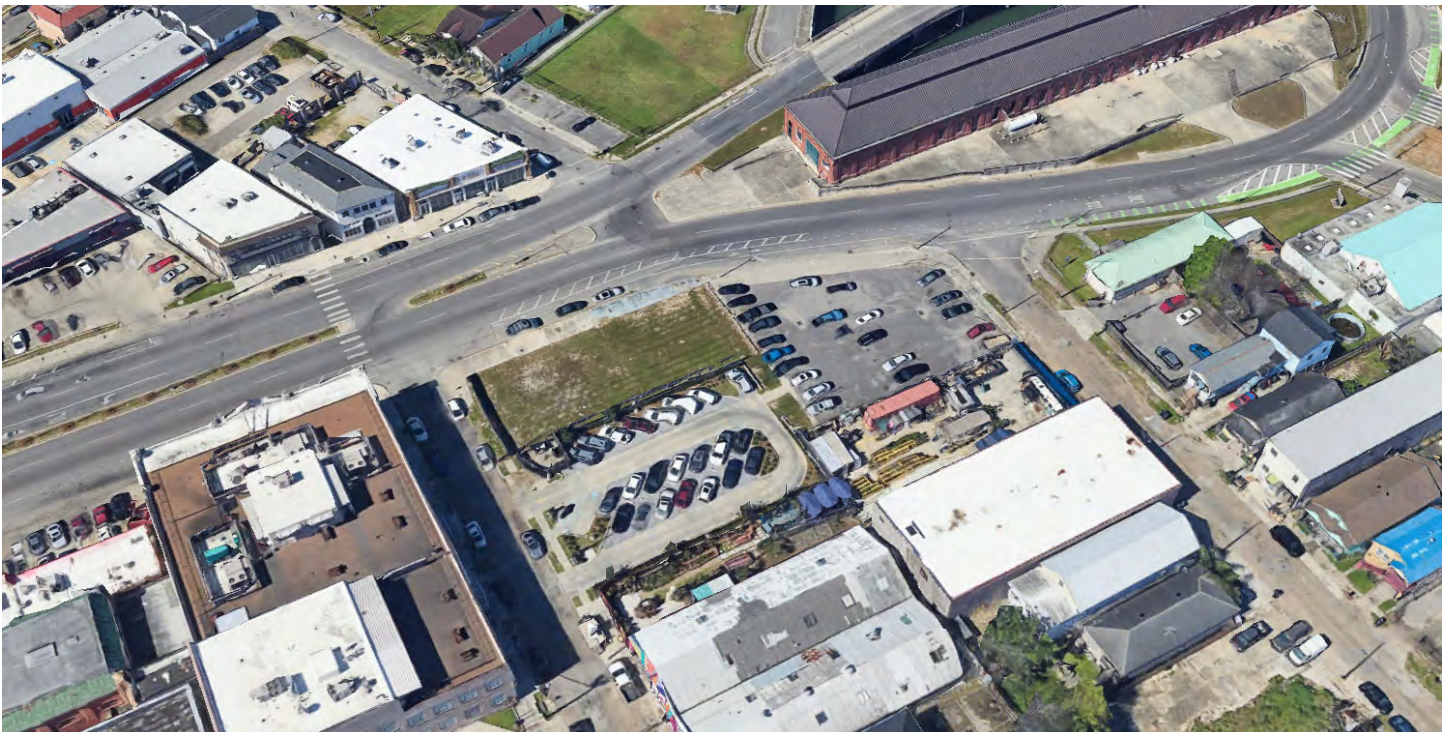


LOCATION 2 - EXISTING CONDITIONS

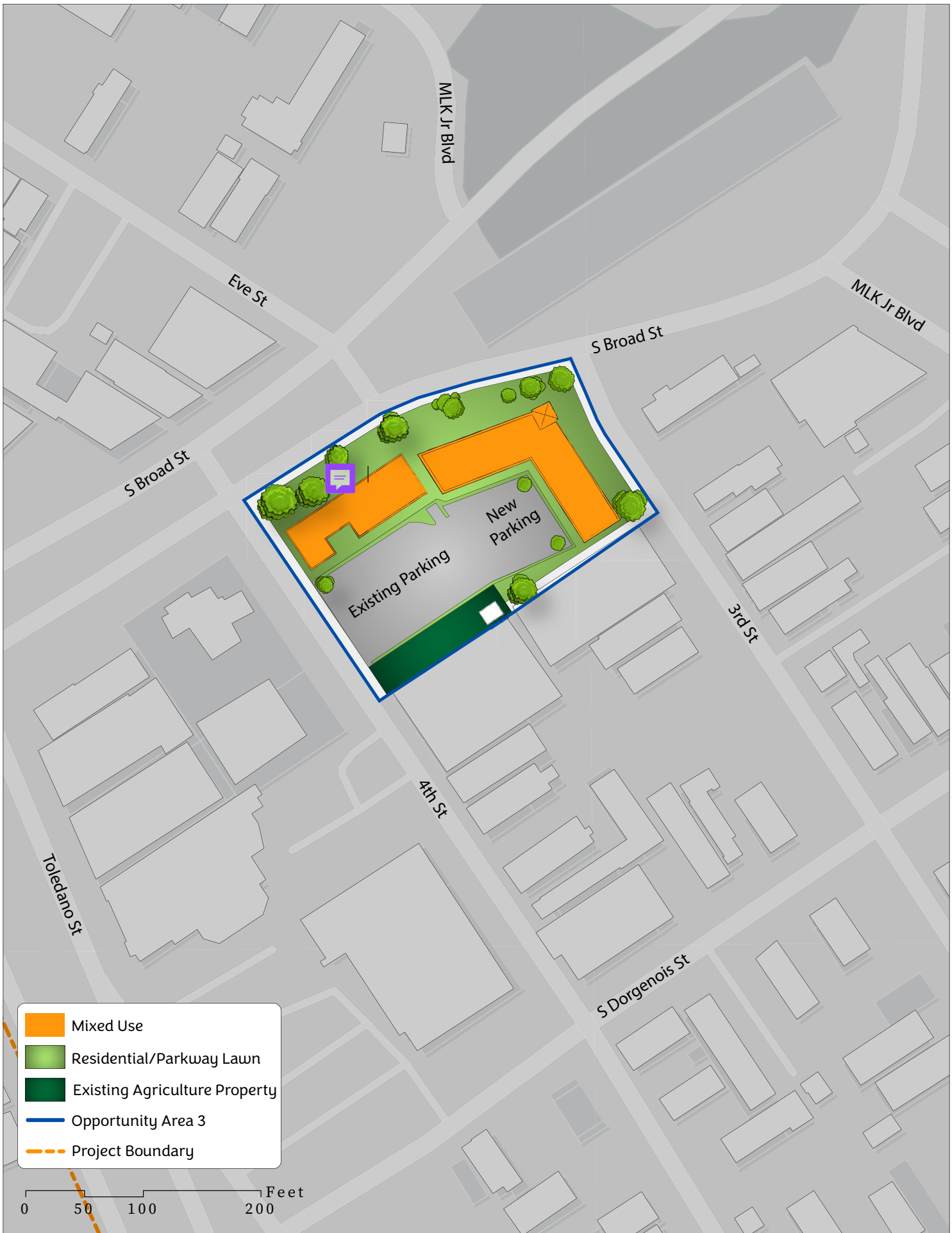


Opportunity Area 3:

Location 3 includes a series of empty lots at the corner of S Broad Street and 4th Street. The Plan recognizes the importance of this location as a prominent transit-oriented development site. Redevelopment of this property could include one or more mixed-use buildings with retail, service or community space on the ground floor and three levels of housing above. As illustrated, this development could include approximately 70-80 apartments.



LOCATION 3 - EXISTING CONDITIONS



Opportunity Area 4:

Location 4 is focused on residential blocks just north of the Broad Street commercial area. This location, bounded by S White Avenue, Thalia Street, S Gayoso Street, and Earhart Boulevard, is challenged by a large number of vacant lots. The Plan recommends a targeted approach to infill homeownership development including approximately 55-65 single-family and double homes to be built over time in the area. New residents would have walkable access to shops and services along Broad Street, as well as regional transit services. As a key neighborhood project in the CN Plan, we are recommending the naturalization of the Palmetto Canal to create a local amenity. The canal is just one block west of this focus area and could serve as a catalyst for the private development of these sites.

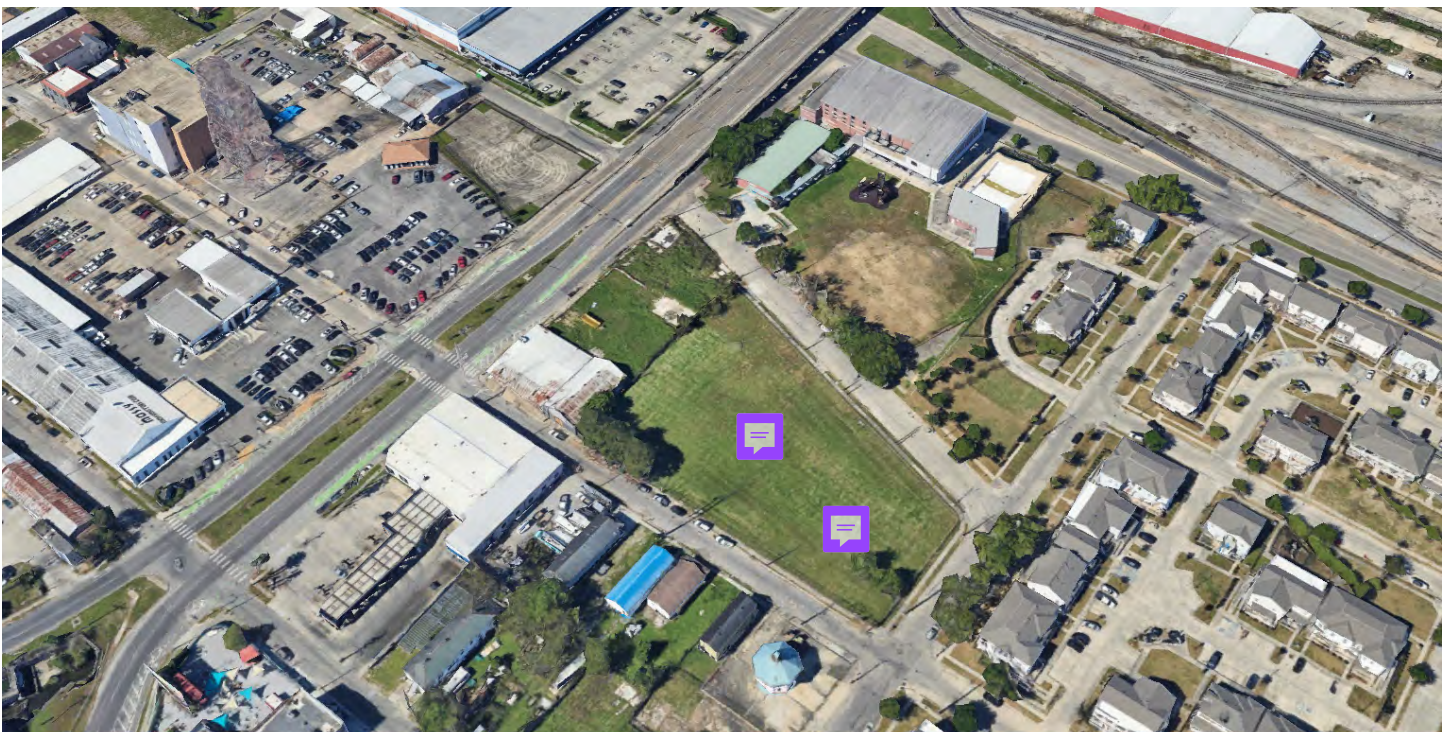


LOCATION 4 - EXISTING CONDITIONS



Opportunity Area 5:

Location 5 includes a vacant lot directly adjacent to the Rosenwald Recreation Center, a key neighborhood asset. The Plan recommends utilization of the site for transit-oriented development including a mixed-use building with retail, service, or community uses on the ground floor, with three levels of housing above. This mixed-use building could contain 30-40 apartments and would front Broad Street, an important transportation corridor. To the southeast of the site, the Plan recommends a series of for-sale single-family and double homes that could provide up to 15-20 new homes for local residents, including families from Marrero Commons who are interested in moving from rental housing to an ownership role.



LOCATION 5 - EXISTING CONDITIONS



5. SUPPORT A COMMUNITY LAND TRUST MODEL

A desire to expand and preserve affordable housing and to foster community ownership and opportunity are key Choice Cooper goals. The establishment of a community land trust (CLT) is recommended as a proven tool to help achieve these goals. Community land trusts focus on the creation of homes that remain permanently affordable, providing successful homeownership opportunities for generations of lower income families. CLTs are nonprofit organizations governed by a board of CLT residents, community residents and public representatives that provide lasting community assets and shared equity homeownership opportunities for families and communities. Community Land Trusts are a proven model and have been established in over 225 cities in the United States.

People's Housing +, a local non-profit organization, has established a community land trust and is interested in further supporting the B.W. Cooper / Earhart Neighborhood. People's Housing + was created through the strategic merger of three New Orleans based Community Development Corporations and has a mission focused on fostering multi-generational wealth to combat systemic racism. Central to their broader mission as an affordable housing developer, People's Housing+ serves as a community land trust and seeks to secure permanent affordability for generations of New Orleanians through equitable residential and commercial development, community stewardship, and housing advocacy. The Plan recommends working with People's Housing + to expand the CLT model, with a focus on the B.W. Cooper / Earhart Neighborhood.

In addition to affordable ownership housing, the CLT could develop urban agriculture projects, commercial spaces to serve local residents, and affordable rental and cooperative housing projects. The CLT could also help to conserve land or urban green spaces in the B.W. Cooper / Earhart Neighborhood. The community land trust would balance the interest of its residents, the broader community, and the public interest to promote wealth building, retention of public resources, and solutions for community needs.



HOUSING MODEL - PEOPLE'S HOUSING PLUS



MIXED-USE HISTORIC FIREHOUSE - PEOPLE'S HOUSING PLUS

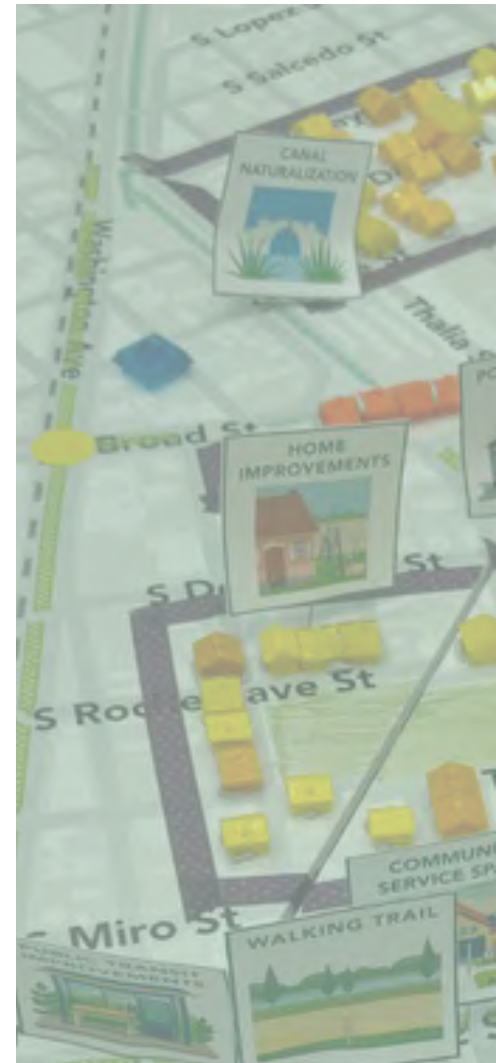
PHASING PLAN

To be included in Final Plan

RESIDENT PREFERENCE FOR NEW HOUSING

To be included in Final Plan

07



NEIGHBORHOOD ELEMENT



PLANNING FRAMEWORK

SWOT ANALYSIS

The SWOT Analysis was completed as part of Community Meeting 2. Participants were asked to identify strengths, weaknesses, opportunities, and threats. The following diagram shows results from the SWOT Analysis:



PUBLIC AND PRIVATE INVESTMENT

The “Mapping the Neighborhood” activity was completed as part of Community Meeting 5. This station focused on understanding resident’s current experiences in the B.W. Cooper / Earhart Neighborhood. A large-scale map of the neighborhood was set up for residents to identify where public investment (green dots) is most needed to improve streets, parks and public spaces, and where private investment (orange dots) is most needed to build or repair homes, businesses and services. The following are initial ideas that emerged from the activity:



The following are initial ideas that emerged from the activity:

- The identified public and private investment is almost even amongst the participants with 23 interested in private investment and 26 interested in public investment.
- The majority of identified investment, both public and private, is located in the southern end of the target neighborhood, including the Hoffman Triangle and Marrero Commons.
- Residents emphasized the need for investment near Martin Luther King Boulevard due to vacancies.
- Many residents identified the Rosenwald Community Center with the need for public investment.

- Private Investment
- Public Investment

NEIGHBORHOOD STRATEGIES

The Neighborhood Strategies build on existing community assets, the area's central location, educational amenities, and natural spaces as the framework for revitalization. The Planning Team used active and ongoing community engagement to build consensus on the Neighborhood Element's desired Strategies. Strategies are designed to strengthen important connections and foster community-wide improvements that will help to improve economic vitality, safety and community identity.



HOUSING AND NEIGHBORHOOD WORKING GROUP MEETING

1. IMPLEMENT THE ILLUMINATION INITIATIVE - EARLY ACTION PROJECT

As part of the Choice Neighborhood planning grant, up to \$150,000 of HUD funding can go towards the installation of an Early Action community project.

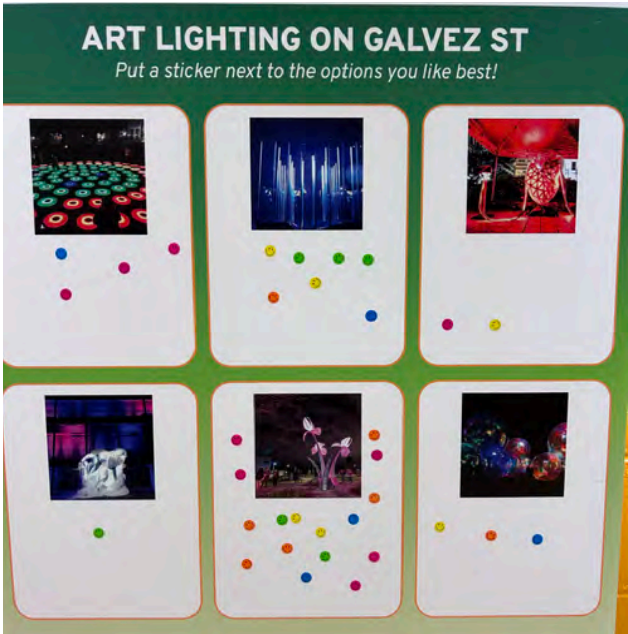
Our Choice Neighborhood Planning team is collaborating with Arts New Orleans, a 501(c)(3) nonprofit to spearhead the creation of illuminated art installations in the B.W. Cooper / Earhart community. This Early Action Project originally stemmed from resident requests for more lighting around Marrero Commons, with concerns about safety and visibility after dark.

The Early Action goals are to use public art to:

- Beautify the neighborhood and tell its story
- Promote connectivity throughout the neighborhood
- Incorporate lighting as a public amenity
- Promote a sense of community identity, safety, and wellbeing

Arts New Orleans will contribute an additional \$125,000 through the City of New Orleans Percent for Art program. Artwork will be owned by the City of New Orleans, and Arts New Orleans will provide long-term maintenance and care of the artwork through the Percent for Art Program, which will be sourced by local community workers.

In tandem with the public art installations, HANO will be fixing and updating porch lights across Marrero Commons, many of which have needed repairs for years. The current goal is to convert the porch lights to solar power with automatic sensors so future maintenance is needed less frequently and streets and homes are well-lit, safer and more welcoming.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none">• Arts New Orleans• HANO• City of New Orleans Department of Public Works• City of New Orleans Planning Department	<ul style="list-style-type: none">• Urban Strategies Inc.• McCormack Baron Salazar	<ul style="list-style-type: none">• Choice Neighborhoods Planning Grant - Early Action Funds• City of New Orleans - Percent for Art Program	

2. DEVELOP LOCAL AND FRESH PRODUCE SOURCES

The U.S. Department of Agriculture identifies the northern half of the Choice Neighborhood as both a low-income and low-access tract, which means there is no available grocery store within 1/2 mile of the area. This tract qualifies as a food desert.

The Choice Cooper Plan recommends addressing this challenge through a two-step process. The first step would include organizing and establishing a neighborhood farmers market at a convenient location within the community. A farmers market at Marrero Commons would help to stimulate the local economy, increase access to fresh, nutritious food (including utilization of SNAP benefits), support a healthy community, and promote sustainability.

The second, longer-term step involves a larger initiative to assess the viability, determine a location, recruit an operator, and establish a grocery store on or around S Broad Street. Expanding an existing smaller meat market operating the area is also a possibility. The grocer could operate as a for-profit entity, or as part of a cooperative grocer model. A grocery store in the B.W. Cooper / Earhart neighborhood would not only greatly improve access to fresh food, but would provide additional local jobs for residents, and could help support other small businesses in the immediate vicinity.

Grocery stores typically evaluate sites based on the following criteria:

- 6,000-8,000 nearby households.
- A one-mile trade area with a population greater than 12,000.
- A two-mile trade area with a population greater than 25,000.
- A minimum annual average daily traffic volume (AADT) of 20,000 cars per day

A potential partner for the creation of a grocery store is Goodwill Industries, which is currently piloting the Market on Melrose concept in Virginia. Expected to open during late 2024, the store will be 25,000 square feet with a goal to provide fresh meat, vegetables, and fruit through a full-service grocery store positioned in a food desert.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none">• Horizon Goodwill Industries• City of New Orleans• Market Umbrella	<ul style="list-style-type: none">• Propeller	<ul style="list-style-type: none">• Louisiana Farmers Market Nutrition Program• USDA Farmers Market Promotion Program• Propeller Impact Accelerator - Food• Choice Neighborhoods Implementation Grant	

3.IMPROVE NEIGHBORHOOD STREETSCAPES FOR WALKING AND BIKING

The Plan recommends improving the streetscape of the neighborhood for walking and biking. Approximately 21% of B.W. Cooper / Earhart residents walk or use public transportation as their primary mode of travel, but a study of the Hoffman Triangle reveals that 44% of parcels have no sidewalk or are in need of repair.

The City’s Capital Improvement Plan has allocated funds to install new pavement markings and signage along S Galvez Street. There is also an ongoing project on S Carrollton Avenue to enact overlay and safety improvements around the canal, including bicycle and pedestrian-related thermoplastic pavement markings. Across the B.W. Cooper, Gert Town, and Dixon neighborhoods, the City plans to repave asphalt roadways from curb-to-curb, repair damaged sidewalks and driveway aprons, and install ADA compliant curb ramps at intersections.

Infrastructural improvements can enhance people’s experience along these roadways and encourage healthier lifestyles. Improved crosswalks, bike lanes, and better signage can create a safer and more attractive environment. Major corridors such as South Galvez Street and Martin Luther King Boulevard already have sizable neutral grounds which could support pathways, signage, and seating areas to make

the corridor more appealing. Special attention should be paid to sustaining old growth trees along sidewalks and neutral ground.

Upgrading crosswalks can change the way certain dangerous intersections function. Clearly marked signage could also improve resident’s walking experience as cars would naturally reduce their speeds. Residents identified four major intersections in need of these improvements:

- S Claiborne Avenue and Martin Luther King Boulevard
- Washington Avenue and Earhart Boulevard
- S Broad Street and Earhart Boulevard
- S Broad Street and Interstate 10

Infrastructure improvements for bike lanes along Washington Avenue, Martin Luther King Boulevard, S Broad Street, and S Galvez Street are also needed. The bike lanes could be extended in accordance with the New Orleans Bikeway Blueprint, which would create an integrated bike network that would connect the entire neighborhood.

Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none">• City of New Orleans Department of Public Works• City of New Orleans Planning Department	<ul style="list-style-type: none">• Bike Easy• New Orleans Regional Planning Commission	<ul style="list-style-type: none">• Choice Neighborhoods Implementation Grant• Safe Routes to School Funding• Complete Streets Activation Mini-Grant• NORPC Pedestrian and Bicycle Program	

4. BUILD LOCAL CAPACITY FOR COMMERCIAL INVESTMENT

The City of New Orleans has identified three major corridors within the Choice Neighborhood for the Commercial Corridor Revitalization Strategy, the goal of which is to address the gaps that make it difficult for main streets to thrive. The three streets - Carrollton Avenue, Broad Street, and Claiborne Avenue - are targeted for increased planning and management, business development, safety and services, real estate development, and infrastructure. By utilizing these strategies, New Orleans aims to create strong and vibrant corridors across the city, particularly within low- and medium-income communities.

The Main Street Resilience Plan created by the New Orleans City Planning Commission additionally includes Earhart Boulevard and Washington Avenue as potential Main Street corridors, and targets all five streets as future targets for resilience efforts. These resilience efforts would aim to build capacity for main streets to survive, adapt, and grow despite experiencing various stress and shocks.

The City’s land use plan provides a framework for how a street can be transformed through planning and investment. Earhart Boulevard was used as an example for integrating the existing light industrial parcels with big-box retail, supermarkets, and restaurants by updating the existing zoning and conducting

a retail market analysis. By leveraging city funds and resources dedicated to distressed commercial corridors, the B.W. Cooper / Earhart neighborhood can target identified streets with small business support, streetscape improvements, and infill development.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none">City of New Orleans	<ul style="list-style-type: none">Propeller Impact AcceleratorGo.Be.Stay Local	<ul style="list-style-type: none">NORA Commercial Corridor Gap FinancingNORA Small Business Assistance Grant ProgramChoice Neighborhoods Implementation Grant	

The Market Assessment completed for the CN Plan forecasts the following retail demand:

- Based on an analysis of retail expenditures in the target neighborhood, there is a shortage of retail services, notably a grocery store, restaurants, and personal care stores. The neighborhood can support three to five small restaurants, a small or mid-sized grocery store, and three to four personal care retailers like a nail salon and barber.
- The size of grocery store appropriate for the neighborhood will depend on location. A full-sized grocery store can be supported along the main arterials (Broad Street, Claiborne Avenue, or Earhart Boulevard) due to traffic volume in addition to local resident grocery expenditures. A neighborhood-type grocer (~10,000 sq.ft.) can be supported within the neighborhood.
- The neighborhood can also support a medium-sized gym or fitness center (<8,000 sq.ft.), Both the city and neighborhood have a gap in recreational retail (e.g. gyms, fitness centers, studios) and there are no fitness centers in Central City, Hoffman Triangle or Broadmoor.
- In the northeastern portion of the target neighborhood south of Xavier University is a large swath of underutilized industrial land. There is potential for significant and catalytic development within this area due to the land area (65 acres) that could be tied to existing enterprises (several current tenants operate artisan production within fashion, art, and craft beverages); to the medical industry (the area buffers the Medical District); and/or in green enterprises (another strong local economic sector with potential to expand).

Table 3: Retail Market Demand in the Target Neighborhood

	Square Feet	Retail Establishments
Personal Care Products & Services	4,432	3 - 4
Apparel & Services	7,074	1 - 2
HH Furnishings & Equipment	13,967	1 - 2
Entertainment/Recreation	8,068	1 - 2
Food Away from Home	5,968	3 - 5
Food at Home	17,751	1 - 2

Source: Atria Planning using data provided by ESRI

5. CONVERT HISTORIC BUILDINGS INTO ART AND CULTURAL SPACES

At the intersection of Galvez Street and Earhart Boulevard sits two abandoned historic buildings the Plan aims to redevelop and restore. Both constructed in the late 1930s to address the housing shortage in the wake of the Great Depression, the one-story building to the north was previously an administrative building and the two-story building was residential. While both are classified as historic under the Historic American Buildings Survey from the Library of Congress, they are not designated as historic buildings by the City of New Orleans or the State of Louisiana, so typical building and restoration requirements are not applicable. However, the redevelopment of the site would still work to maintain the historic feel and integrity of the site as much as possible and follow best practice guidelines as provided by the New Orleans Master Plan.

The goal of the redevelopment of these sites is to further connect residents to the history and culture of the area, while drawing artists and performers into the community to rebuild the cultural identity of the B.W. Cooper / Earhart neighborhood. As it becomes increasingly more difficult for artists to thrive in Downtown New Orleans, there is an opportunity to establish the Choice Neighborhood as a hub

for the music and art scenes. The historic buildings can become art studios with street-facing storefronts to foster creativity and activate the street corner with commercial activity.

The plans to convert part of the site behind Booker T. Washington High School into multi-family artist housing would be complementary to this redevelopment. The historic buildings would be accessible to high school students, new multi-family residents, senior facility residents, and Marrero Commons residents. Various programming could be included on-site as well, such as seasonal art fairs, music lessons, or painting classes.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none">HANOCity of New Orleans Planning Department	<ul style="list-style-type: none">Arts Council of New OrleansNew Orleans Art Association	<ul style="list-style-type: none">Choice Neighborhoods Implementation Grant	

6. NATURALIZE THE PALMETTO CANAL TO CREATE A LOCAL AMENITY

The Palmetto Canal runs along Martin Luther King Boulevard and Washington Avenue within the Choice Neighborhood. The visible portion of the canal is capped by Xavier University and Pumping Station 2 on the North and South ends, respectively. The canal currently exists as a concrete culvert with no landscape or natural features. It acts as both a physical and psychological barrier in the neighborhood.

The Greater New Orleans Urban Water Plan suggests that in order to naturalize the Palmetto Canal, runoff from the backslope in Uptown New Orleans would need to be slowed with water management elements on interceptor streets. This would lower required capacity during heavy rainfall, and also allow more water through in dryer seasons. A related solution would be to utilize the proposed Claiborne Canal as the major discharge canal for Uptown New Orleans, which would help lessen the load on the Palmetto Canal. Through these solutions, the Palmetto Canal can become an open waterway and public amenity in the heart of the city.

Removing the concrete walls and replacing the hardscaped edges with native plants, greenery, and walkways will activate the corridor while capitalizing on the natural beauty the canal offers. Enhancing pedestrian bridges to be more walkable and bikeable can create natural view corridors and strengthen the connection across the canal.



EXISTING CONDITIONS



OPEN CANAL VISUALIZATION - WAGGONER & BALL ARCHITECTS

Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none"> Every Drop NOLA The Water Collaborative Louisiana Watershed Initiative City of New Orleans Public Works Department 	<ul style="list-style-type: none"> Louisiana Bucket Brigade Sustaining Our Urban Landscape Southeast Louisiana Flood Protection Authority New Orleans Redevelopment Authority 	<ul style="list-style-type: none"> Louisiana Watershed Initiative Design Support Program Propeller Impact Accelerator - Water Choice Neighborhoods Implementation Grant 	

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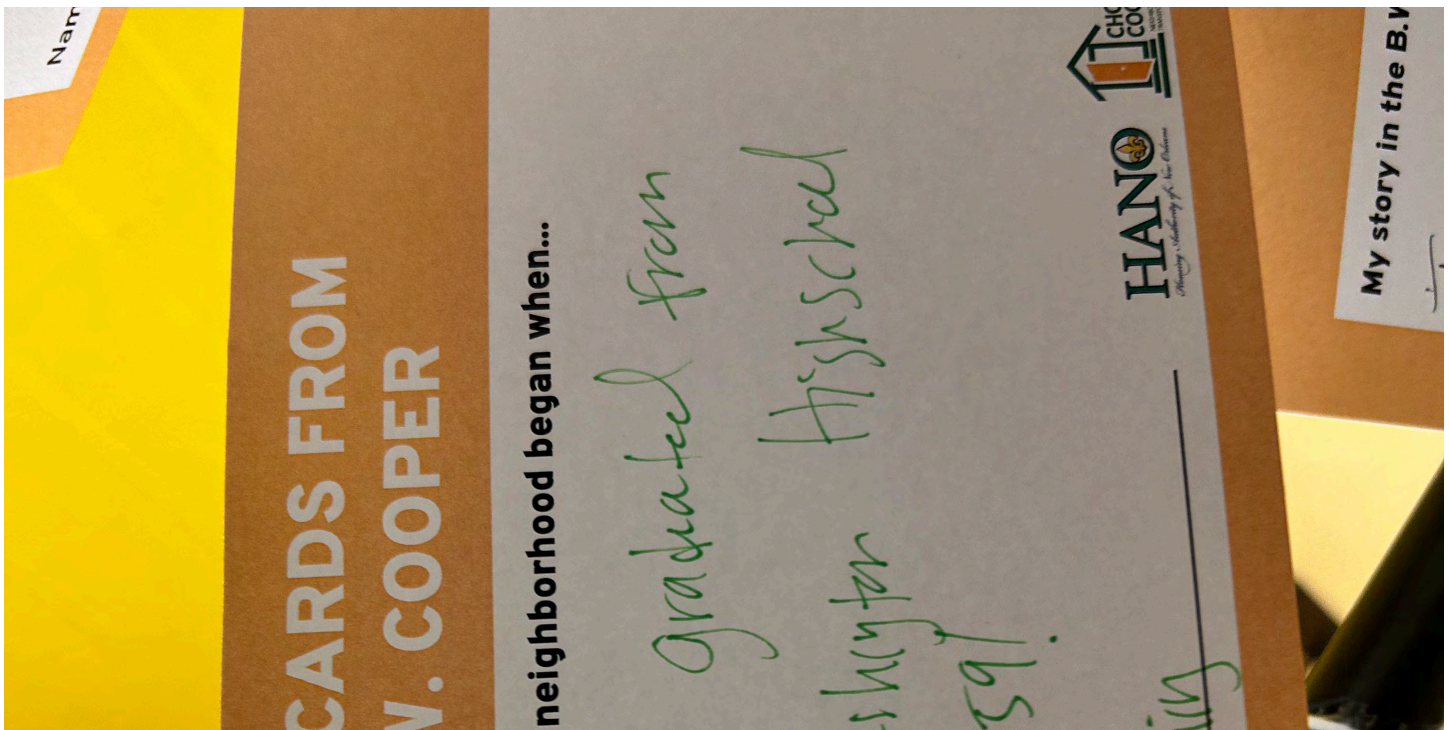


PEOPLE ELEMENT



PEOPLE STRATEGIES

The People Strategies are centered around enhancing opportunities and access to those opportunities for both Marrero Commons and community residents. The People Strategies include actions related to education, health and safety, and income and employment. Strategies include potential lead and supporting partners, as well as potential resources that could be utilized for implementation.



1. CONNECT WITH ROSENWALD STAFF TO ADDRESS GAPS IN PROGRAMMING

Residents have reported a need for more programming through the Rosenwald Center, which has been a resource for community members of all ages. A particular concern was expressed for the lack of teen programming, especially for ages where students begin making decisions about their future career and lives. Residents saw potential to partner with local organizations to provide workforce development programming for older teens, focusing on training in thriving fields like green infrastructure and construction.

Instituting programs for teenagers that have already been successful at other New Orleans recreation centers is an easy way to introduce more variety without having to create an entirely new program. This includes a teen council, which is a year-long enrichment-based program aimed towards empowering teens through event planning, character development and monthly recreation opportunities. Running the Teen Internship program and Teen Career Camp through Rosenwald will also allow local students to get started in vocational training. A long-term goal could be to create a permanent Teen Center, as seen at other locations like Lyons and Joe W. Brown Rec Centers, which will be a fun and safe place where local teens can socialize.

The community also highlighted the need for more single-parent household support programs that can provide assistance or mentorship for children and parents that need it.

Current programs at Rosenwald are focused more towards seniors and youth, which include:

- Adaptive Functional Fitness
- Basketball Fundamentals
- Boys & Girls Club
- Cheerleading Clinic
- Essentials of Ping Pong
- Girl Scouts
- Glam Girl Program
- Intro to Computers
- Kids Cafe
- Open Meditation
- Piano Lessons
- Preparatory Ballet
- Senior Bingo
- Senior Programming
- Special Needs Basketball Clinic
- Tackle Football
- Walking Club
- Youth Summer Camp

Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none">• Rosenwald Recreation Center• New Orleans Recreation Development Commission	<ul style="list-style-type: none">• Build UP• Groundwork New Orleans• Xavier University of Louisiana• Thrive New Orleans• Youth Empowerment Project• Louisiana Green Corps	<ul style="list-style-type: none">• New Orleans Recreation and Culture Grant Fund• New Orleans Cultural Economy Funding Program	

2. CONNECT WITH BOOKER T. WASHINGTON HIGH SCHOOL TO OFFER ENHANCED PROGRAMMING

Booker T. Washington High School combines strong relationships, frequent exposure to real world experiences, and rigorous college and career preparatory curricula to enable students to be best prepared for success and contribute to their communities. High school staff introduces new rigorous material through a perspective that resonates with students while also providing personalized guidance to create the balance they need to succeed.

While residents noted the strong academic merits of Booker T. Washington, they expressed that high school students often do not have creative or constructive outlets for their specific interests. Many express interest in participating in skill and workforce development training, but are pushed towards more traditional school programming. There was also concern that high schoolers would not elect to travel to various activities, either for lack of transportation or simple inconvenience. After-school activities hosted at Booker T. Washington will give high school students the access and opportunity to put their energy into constructive skill-building.

Partnerships with local organizations can strengthen the connection between the students and potential resources post-graduation. Xavier University could provide early skill-development while encouraging

students to build their academic portfolio for college enrollment. Propeller could also offer entrepreneurship programming to build interest in the Impact Accelerator Program. Other discussed programming included auto mechanics, construction, shoe repair, brick masonry, sewing, etc.

There was also general interest in bringing back many of the services offered for students prior to Hurricane Katrina. The school formerly offered a health program and a daycare for high school students with kids. Reestablishing amenities through capacity building could boost graduation rates and student satisfaction, addressing many of the stresses that students may face outside of school.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none">Booker T. Washington High SchoolKIPP New Orleans Schools	<ul style="list-style-type: none">Xavier University of LouisianaPropellerHANO	<ul style="list-style-type: none">Louisiana Statewide Afterschool Network Grant21st Century Community Learning Centers	

3. CREATE A MIXED-GENERATIONAL MENTORSHIP PROGRAM

The Plan recommends that Booker T. Washington High School, the proposed senior living facility, and the broader community establish a mixed-generational mentorship program. During the listening and learning phase of the plan, residents expressed concerns about computer literacy, health and wellness, and social activity for seniors in the neighborhood. Residents also raised the issue of children and teenagers without parental figures or guidance during critical development years. The proximity of the senior living center to the high school could present an opportunity to connect across generations and provide learning opportunities for both groups.

The mixed-generation mentorship program would be a monthly after-school program, where students would travel to the new B.W. Cooper Senior Housing property. Participants will be paired based on interests they share and skills they need. Each meeting will cover a different topic, including leadership skills, time management, or computer skills. Guest speakers from supporting organizational partners will lead a group discussion on the topics at hand and participants will have the chance to break off and have individual conversations with their respective mentor. The program is intended to help build each individual’s life skills while forging a strong

relationship within their community. This mentorship program will allow the participants to have scheduled activities to look forward to participating in.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none">Booker T. Washington High SchoolB.W. Cooper Senior Housing Facility	<ul style="list-style-type: none">Thrive New OrleansKIPP New Orleans SchoolsNew Orleans Council on AgingAARP	<ul style="list-style-type: none">New Orleans Recreation Development Commission	

4. FOSTER GREATER INTEGRATION WITH XAVIER UNIVERSITY

The proximity between Xavier University of Louisiana and the B.W. Cooper / Earhart neighborhood presents a unique opportunity to foster a relationship between residents and academic programs. The Xavier University Community Outreach Center works with surrounding communities to address services that the University can provide. Computer literacy programs are of particular interest to residents, especially as job opportunities and training is increasingly digital. Xavier already partners with Rosenwald Recreation Center to offer special clinics, which can be expanded to include monthly programming or events. In the short-term, Xavier students could assist the community in neighborhood and skill-building activities, which would ideally lead to residents being provided opportunities to become students or staff with Xavier in the long-term.

Xavier’s Institutional Master Plan is currently focused on infill for underutilized property owned by the school and also intends to add to the neighborhood through street beautification and safety projects. The current relationship between Xavier University and the B.W. Cooper / Earhart community is strained due to conflicts in desired neighborhood housing. As Xavier expands, the institution has been pushing for higher density and increased student housing in a community that has historically been largely single-family. Residents who have

established roots near Xavier fear that they may be displaced. The Gert Town Master Plan includes elements to better define the land use relationship between the University and Gert Town. The University is understanding of the fact that plans for expansion would need direct approval from Gert Town residents. Special sensitivity should be paid as the University approaches its upcoming anniversary, which may lead to increased enrollment and heightened opportunity for the University to expand.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none">Xavier University of Louisiana Community Outreach Center	<ul style="list-style-type: none">Rosenwald Recreation CenterPropellerBooker T. Washington High SchoolHANO		

5. REQUIRE RESIDENT HIRING CONTRACTS FOR NEIGHBORHOOD IMPROVEMENTS

Through the Department of Housing and Urban Development, the Section 3 program requires that recipients of certain HUD financial assistance, to the greatest extent possible, provide training, employment, contracting and other economic opportunities to low- and very low-income persons. This applies especially to recipients of government assistance for housing. Section 3 also requires businesses that provide economic opportunities to low- and very low-income persons. Including this stipulation in construction or maintenance contracts will ensure that Marrero Commons residents will be prioritized when hiring, so that community members can be part of neighborhood improvements as they develop, fostering a greater sense of pride in these projects.

To provide a precedent for future projects, the Early Action Project should include stipulations that all construction elements will prioritize contracts with residents of Marrero Commons. All art installations will require pouring concrete bases and other stability measures, and porch light replacements will require qualified maintenance workers for installation. Including residents in the Early Action process will strengthen community buy-in on neighborhood improvements, building forward momentum for future improvement projects.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none">HANO	<ul style="list-style-type: none">Voices of Experience, Inc.Propeller		

6. PARTNER WITH PROPELLER FOR INCREASED WORKFORCE DEVELOPMENT

Propeller is a local 501(c)(3) nonprofit that grows and supports entrepreneurship. Despite being located on the edge of the Choice Neighborhood, many residents are unaware of the work that Propeller does. The Plan recommends that Propeller work with residents to establish connections to their programs and offer the co-working space to residents who may need it.

11% of survey respondents indicated that they or someone in their household requires entrepreneur training. Connecting residents to Propeller’s Impact Accelerator could help launch local business initiatives. The Impact Accelerator is designed for growth-stage entrepreneurs who are committed to building businesses grounded in financial viability, social impact, racial equity, and a demonstrated commitment to the prosperity of the city and region. Propeller connects businesses with contract opportunities, markets, and customers to put their business on the fast track for growth.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none">Propeller	<ul style="list-style-type: none">HANO	<ul style="list-style-type: none">Propeller Impact Accelerator	

7. ENHANCE CONNECTION TO THE BIOMEDICAL DISTRICT THROUGH WORKFORCE DEVELOPMENT PROGRAMMING

The Biomedical District is an economic development district that works to grow the biosciences sector of the New Orleans economy. Health care, economic development, higher education, business, and nonprofit leaders are working collaboratively to harness expertise, assets, and opportunities to position New Orleans as a global center of excellence in research and healthcare specialties. The BioDistrict aims to become a model for equity and economic inclusion, including small business creation and local hiring and training to increase the wealth of residents in the region.

The BioDistrict Strategic Plan has developed community engagement goals for the next year, which include formalizing a community advisory working group, developing a work plan, and developing a broader community engagement strategy. Within this timeline, the strategic plan also aims to create forum partners to collaborate towards an enhanced workforce development strategy.

Capitalizing on the BioDistrict’s proximity and outreach commitment, the Choice Neighborhood Plan suggests connecting residents with local hiring and training resources in the biomedical field. Delgado

Community College offers medical assistant, patient care technician, and health coach certifications for community members. The Plan suggests partnering with Tulane University to offer community training programs in healthcare with direct connections to BioDistrict institutions, which could lead to higher enrollment in undergraduate healthcare programs.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none"> BioDistrict New Orleans HANO Urban Strategies 	<ul style="list-style-type: none"> Thrive New Orleans New Orleans Career Center Delgado Community College Workforce Development Tulane University 	<ul style="list-style-type: none"> Healthcare Workforce/ Collective Impact Grants Addiction Medicine Fellowship Program Advanced Nursing Education Grant Public Health Training Centers Program Louisiana Community Health Worker Trainer Program 	

8. ENABLE GREATER UTILIZATION OF HANO’S RESIDENT OPPORTUNITY AND SELF-SUFFICIENCY PROGRAM

The Resident Opportunity and Self-Sufficiency (ROSS) program is designed to help public housing residents connect with vital services available in their communities based on household needs. ROSS service coordinators are enlisted to build relationships with local organizations and services related to employment, health, education, financial literacy, disability services, and more to remove the barriers between residents and resources. ROSS coordinators are expected to understand the needs of the larger community and the individuals who meet with coordinators to set their program goals. ROSS also provides specialized services for elderly residents and residents with disabilities.

Marrero Commons is currently not included as a targeted housing site for ROSS grant funding, so coordination funds cannot be used. The Plan recommends that Marrero Commons be included in the grant request submittal for 2025 so that funding can go towards setting up Marrero Commons residents for success.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none">Community AmbassadorsHANO	<ul style="list-style-type: none">Financial Learning You Take Everywhere		

9. EXPAND FREE OR LOW-COST MENTAL HEALTH SERVICES

This project would seek to improve the availability and access to mental health services, which could result in healthier residents, a reduction in crime, and the ability to connect to educational and employment opportunities. Many residents have expressed the need for trauma-informed care, since many struggle with severe trauma and grief. 20% of Choice Neighborhood residents listed mental health services as one of their primary unmet healthcare needs.

Recognizing that mental health is often connected to many other issues including nutrition, exercise and the lack of positive role models, a holistic wellness-based program should be designed to foster community connections while helping to strengthen relationships and build trust. It is intended as a way to help create a healthier, more supportive environment. Booker T. Washington High School should be a primary partner in this effort. Research shows that youth that receive mental health services through schools are more likely to continue receiving assistance as they get older.

In health, Propeller’s Impact Accelerator supports entrepreneurs who provide direct health and wellness services, including clinical care, and services that address the social and physical determinants of health in the built

environment and community context domains. By connecting with past or prospective Impact Accelerator participants, the B.W. Cooper / Earhart neighborhood could expand the available services through these local health experts.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none">Odyssey HousePropellerBooker T. Washington High School	<ul style="list-style-type: none">Metropolitan Human Services District - Central City Behavioral Mental Health ClinicJackson Hands of ChangeNAMI Southeast Louisiana	<ul style="list-style-type: none">School-based Mental Health Implementation GrantLouisiana Community Health GrantsNew Horizons GrantRESOLVE NOLA Impact Grant	

10. CREATE LOCAL FOOD AND NUTRITION PROGRAMMING

Of Choice Neighborhood residents surveyed, 11% of households indicated that nutrition and healthy cooking programs were among their primary unmet healthcare needs.

The Plan recommends instituting comprehensive local food programming, which extends from community gardens to nutritional cooking demonstrations. One priority would be the establishment of a mobile food pantry in collaboration with Second Harvest Food Bank, which supports mobile pantries across southern Louisiana. A main concern highlighted in the working group meetings was that seniors may need groceries delivered but are not able to schedule deliveries online due to lower computer literacy rates and a lack of internet access. It is recommended that a discussion is held with local grocery store chains about whether groceries can be delivered on a consistent basis for senior residents without the requirement of internet service.

Since Rosenwald Recreation Center already focuses on fitness and health programs, nutrition education programs should be included in monthly programming. Rosenwald can invite a local nutritionist to teach healthy eating practices and do simple cooking demonstrations once a month to promote healthier living.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none"> Rosenwald Recreation Center Second Harvest Food Bank 	<ul style="list-style-type: none"> LSU AgCenter Master Gardeners of Greater New Orleans Orleans Parish Outreach Vista Tulane Goldring Center for Culinary Medicine 	<ul style="list-style-type: none"> Community Food Projects Competitive Grant Program America's Health Food Financing Initiative 	

11. CREATE A COMMUNITY GUIDE TO HEALTH PROGRAMS AND CONNECT RESIDENTS WITH EXISTING SERVICES

Many B.W. Cooper / Earhart community members are aware of their personal health needs but face barriers to access for health services in the area. 18% of Choice Cooper Neighborhood residents rate the healthcare that they receive as fair or poor quality. Residents reportedly struggle with expensive co-pays and fees which make health care expensive even with insurance coverage. Transportation also poses an issue for elderly residents.

A partnership with Odyssey House can provide mobile health services in central neighborhood locations or at the proposed senior living facility. Proximity to the biomedical district and local universities also present opportunities for an increase in offered healthcare services. The guide will connect residents with nearby resources and provide information about eligibility, cost, special events, and transportation options.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
	<ul style="list-style-type: none">Odyssey HouseXavier Ochsner College of MedicineOak Street Health South Claiborne Primary Care ClinicSouth Broad Community Health Center		

12. CONNECT RESIDENTS WITH LOCAL RE-ENTRY PROGRAMS

Re-entry programs provide services that help people transition from prison or jail back into their communities. According to the United States Census Bureau Opportunity Atlas, approximately 1.3% of B.W. Cooper / Earhart neighborhood residents were incarcerated in 2020, which is higher than both the Louisiana and national incarceration rate averages. Finding housing, healthcare, and employment is a major struggle for previously incarcerated individuals without strong support networks.

A number of programs support eligible formerly incarcerated individuals in the Choice Neighborhood. Voices of the Experienced is an advocacy group fighting for the formerly incarcerated to have voting, medical, employment, and housing rights. First 72+ helps with pre-release support to better prepare people for re-entry, and also provides transitional housing, clinic access, case management services, and internet access to individuals directly after incarceration. Sisterhearts is a local thrift store that raises funds for re-entry services including personal development training, transportation, bank account support, driver's license support and other resources to assist returning citizens as they reintegrate into society. Operation Restoration targets specifically formerly incarcerated women and girls, offering

transitional housing, posting bonds for residents who cannot pay, and advocating for reformation of the justice system both locally and state-wide.

Beyond the goal of providing stability for re-entry participants, a broader goal is to minimize the impacts of incarceration on relatives and neighbors. Partnering with Daughters Beyond Incarceration to help girls with parents who have been incarcerated would help mitigate trauma and decrease recidivism by providing healthy support networks for those affected by incarceration.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none">• Voice of the Experienced• Operation Restoration• Daughters Beyond Incarceration• SisterHearts• First 72+• New Orleans Day Reporting Center	<ul style="list-style-type: none">• STRIVE Fresh Start• New Orleans Police Department• New Orleans Central Lockup• New Orleans Parish Sheriff's Office	<ul style="list-style-type: none">• OPSO Re-Entry and Reunification Grant• Community Incentive Grant Program• Emergency and Transitional Housing Program	

13. FORMALIZE AND EXPAND THE LOCAL RESIDENT COUNCIL

The Plan recommends strengthening the current B.W. Cooper / Earhart Resident Council. The existing Council has very little capacity to expand or properly reach the community, which means residents are not informed of the opportunities that a Resident Council can provide. Advertising and expanding the council strengthens its voice in community discussions around future change and advancement. Council seats would be open to all interested residents in the B.W. Cooper / Earhart area.

The Council should meet monthly to strategize ways of promoting the B.W. Cooper / Earhart neighborhood through cultural programming, events and more. The main goal of the Council should be to continually advocate for the well-being of the community. Members can also work with HANO to create programming that keeps the residents engaged as the Transformation Plan begins to be implemented. To keep momentum going outside of the Planning Process, the Resident Council can host annual family-friendly events, which would promote the projects that have been created from resident and working group input.



Potential Lead Partners	Potential Supporting Partners	Potential Resources	Timeline
<ul style="list-style-type: none">Resident CouncilHANO			

09

IMPLEMENTAT





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IMPLEMENTATION STRUCTURE

To be included in Final Plan

PEOPLE LEAD

To be included in Final Plan

HOUSING LEAD

To be included in Final Plan

NEIGHBORHOOD LEAD

To be included in Final Plan

EVALUATION

To be included in Final Plan

DATA TRACKING

To be included in Final Plan

SITE CONTROL AND LAND USE APPROVALS

To be included in Final Plan

DEVELOPMENT FINANCING

To be included in Final Plan

