

We shape our city, then our city shapes us...

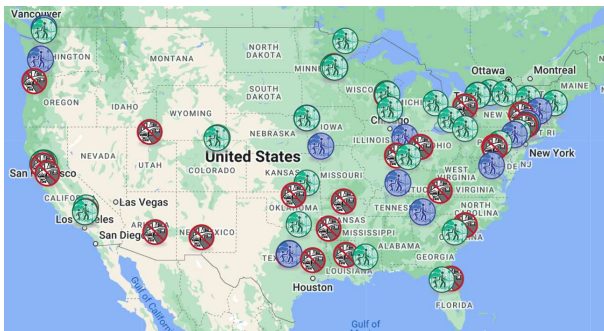
What could WE do together?



Allendale Strong is a LEARNING – DOING group of citizens, working together to renew our community Relationally, Economically, and Environmentally. (started 2012)



Allendale Strong convened a statewide LEARNING – DOING group of citizens in New Orleans, Baton Rouge, Lafayette, Monroe and Shreveport as **4-Corners Coalition**, working together to reform transportation planning at the local, state and national levels. (started 2021)



FREWAY FIGHTERS Network

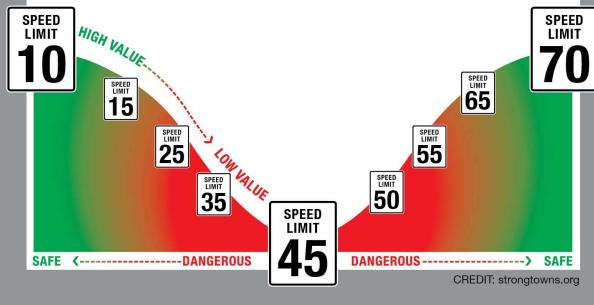
Allendale Strong has played a foundational role in forming a growing national LEARNING – DOING network of **Freeway Fighters**, working together to reform transportation policies and practices (started 2021)

What if we work together to...

Streets
build
community
wealth safely

Stroads
are both
dangerous
and expensive

Roads
connect
places quickly
and safely



...form **citizen-led *Street Design Teams*** to set design criteria values for city **wealth-building streets** and **place-connecting roads**...

...participate in a ***Louisiana 4-Corners Coalition for Transportation Planning Reform*** statewide campaign to engage citizens in **UNSTROADING Louisiana Cities**...

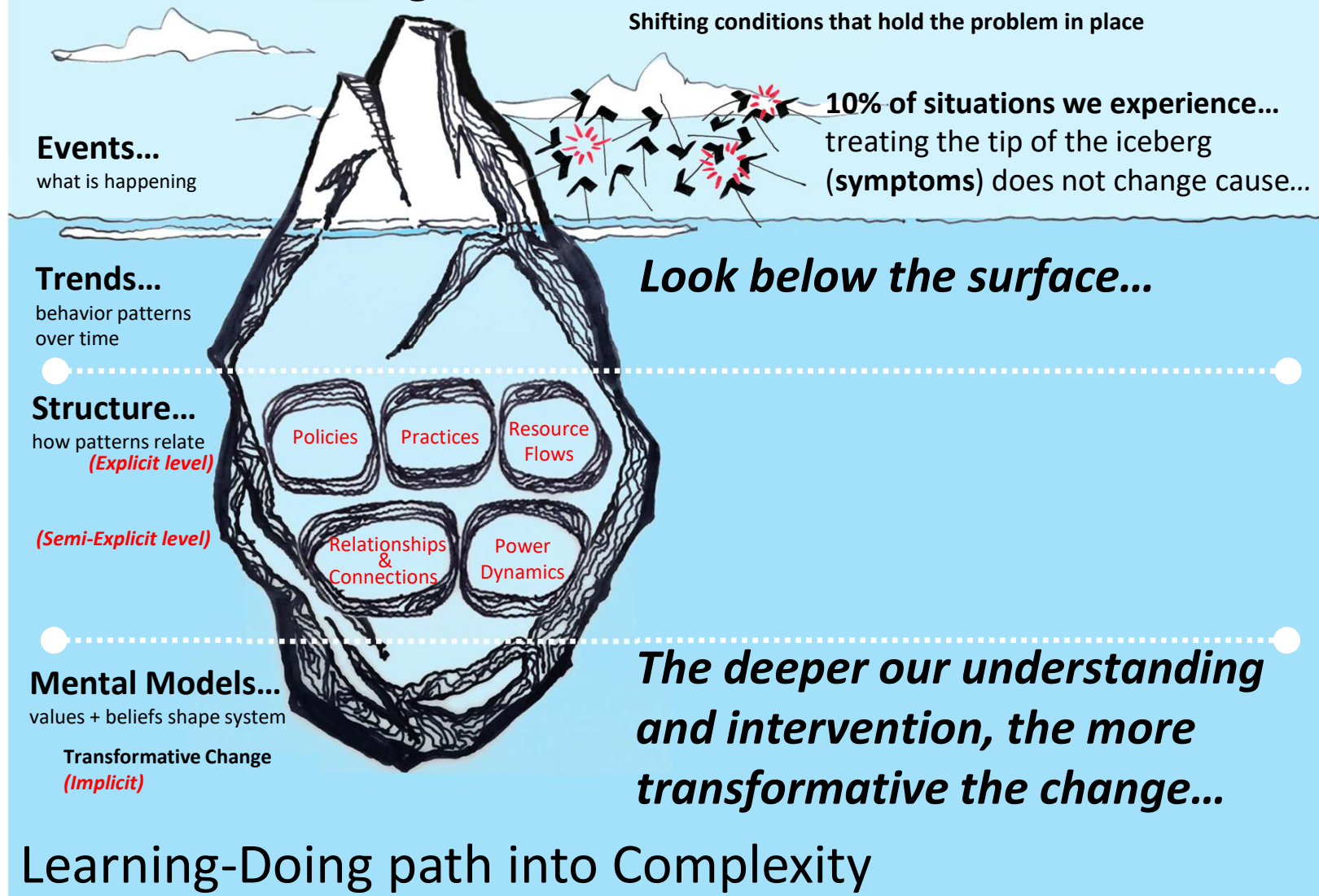
...Recognize and encourage more citizen led **LEARNING-DOING** group conversations...
Opportunities: **incremental development, ownership** (housing and business),
cooperative businesses, improving **SWEPCO Park**, and creating more
citizen empowered pathways to renew Allendale and our city...

What would that look like?

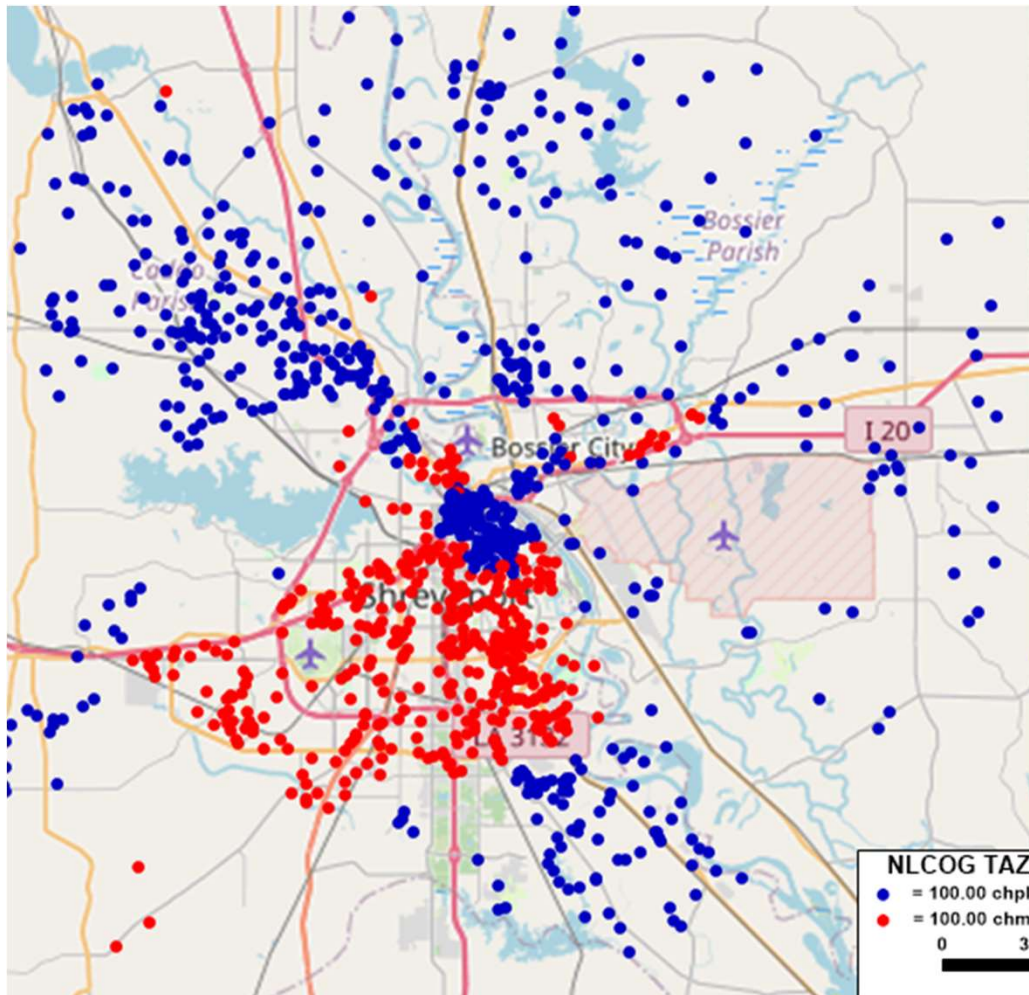


Iceberg Model ... levels of situations or systems design...

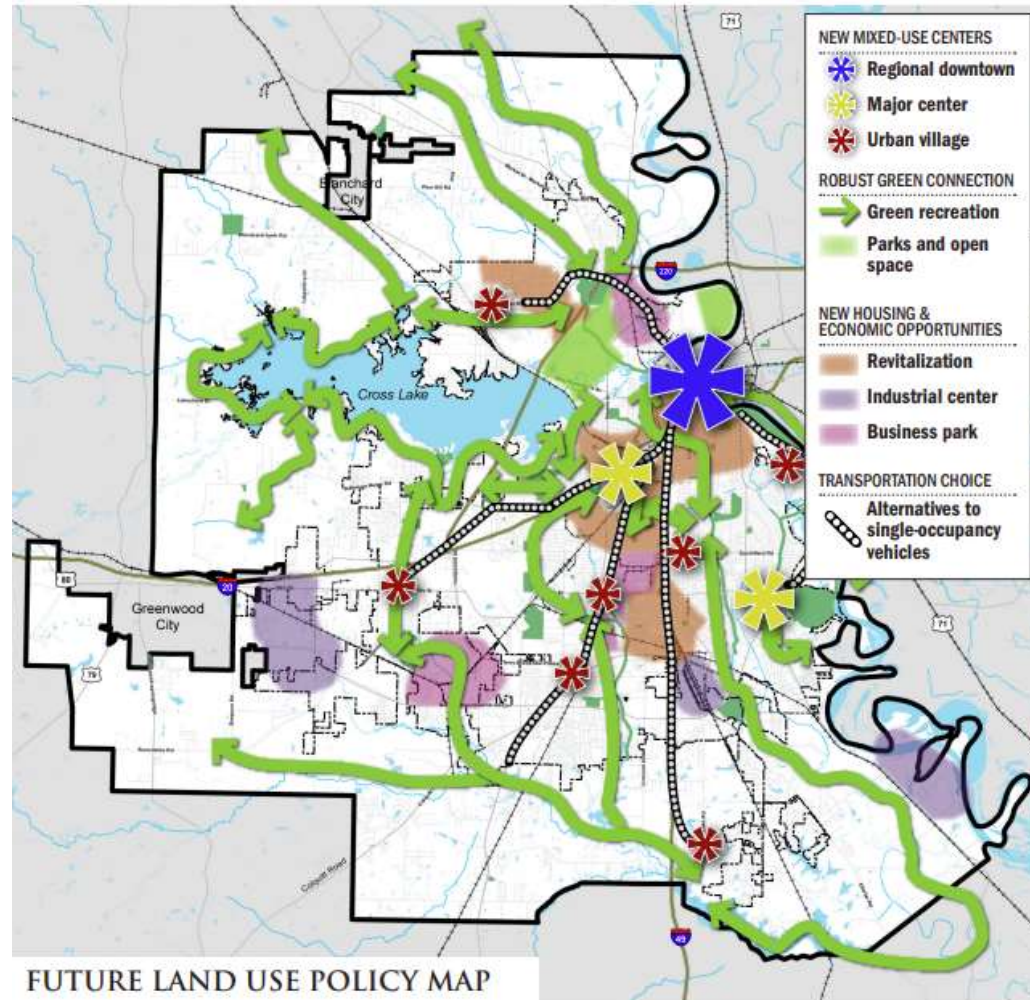
Shifting conditions that hold the problem in place



Transportation Planning works against Shreveport's Well-Being...



NLCOG TDM TAZ...Future Employment Inputs



Shreveport Great Expectations 2030

Aspirational Values

Make Shreveport Better
Grow inside loop

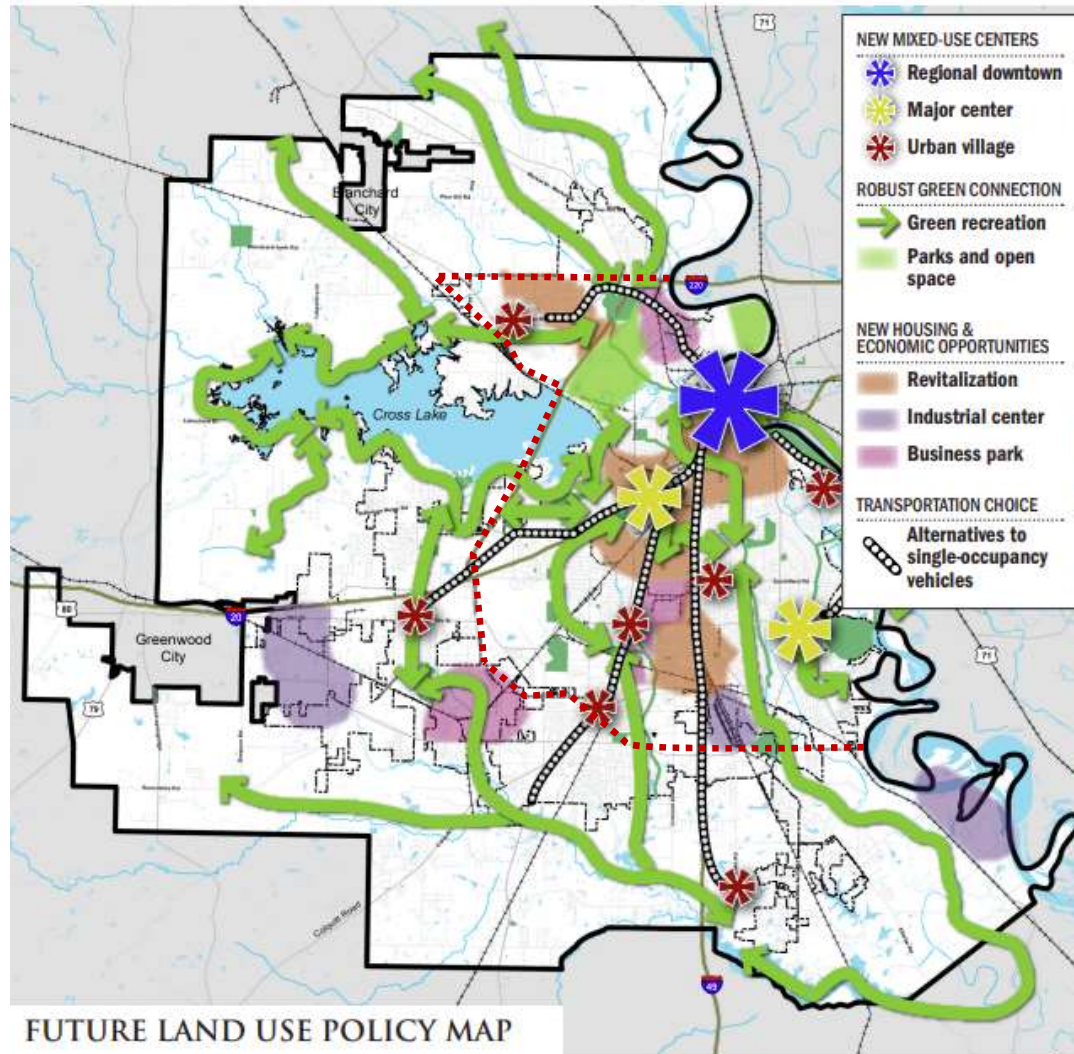
Reduce VMT
(Vehicle Miles Traveled)

Funded Maintenance

Multi-Modal... pedestrian,
transit, bike preferences...

Quality Connected
Placemaking

Local Ownership...
uniqueness values



Shreveport Great Expectations 2030

MEETING OUR GREAT EXPECTATIONS



Celebrate Our Uniqueness

We have the only real, urban downtown in our region, a rich history, a beautiful landscape, and a culture that makes us unique. Downtown can be a neighborhood where you can live in a historic building in the heart of the Wes Edge arts district, in a new Cross Bayou neighborhood, or a cottage community in Ledbetter Heights.

Invest in People

Human capital is the key to good jobs and prosperity in the 21st century. This means investing in retaining and attracting talent, a hospitable environment for entrepreneurs, intensified partnerships to enhance workforce development, new opportunities in post-secondary

Nonsensical future employment inputs

Fix: red dots eliminated, and blue dots reduced by 88%

Aspirational Values

Make Shreveport Bigger
Grow outside loop

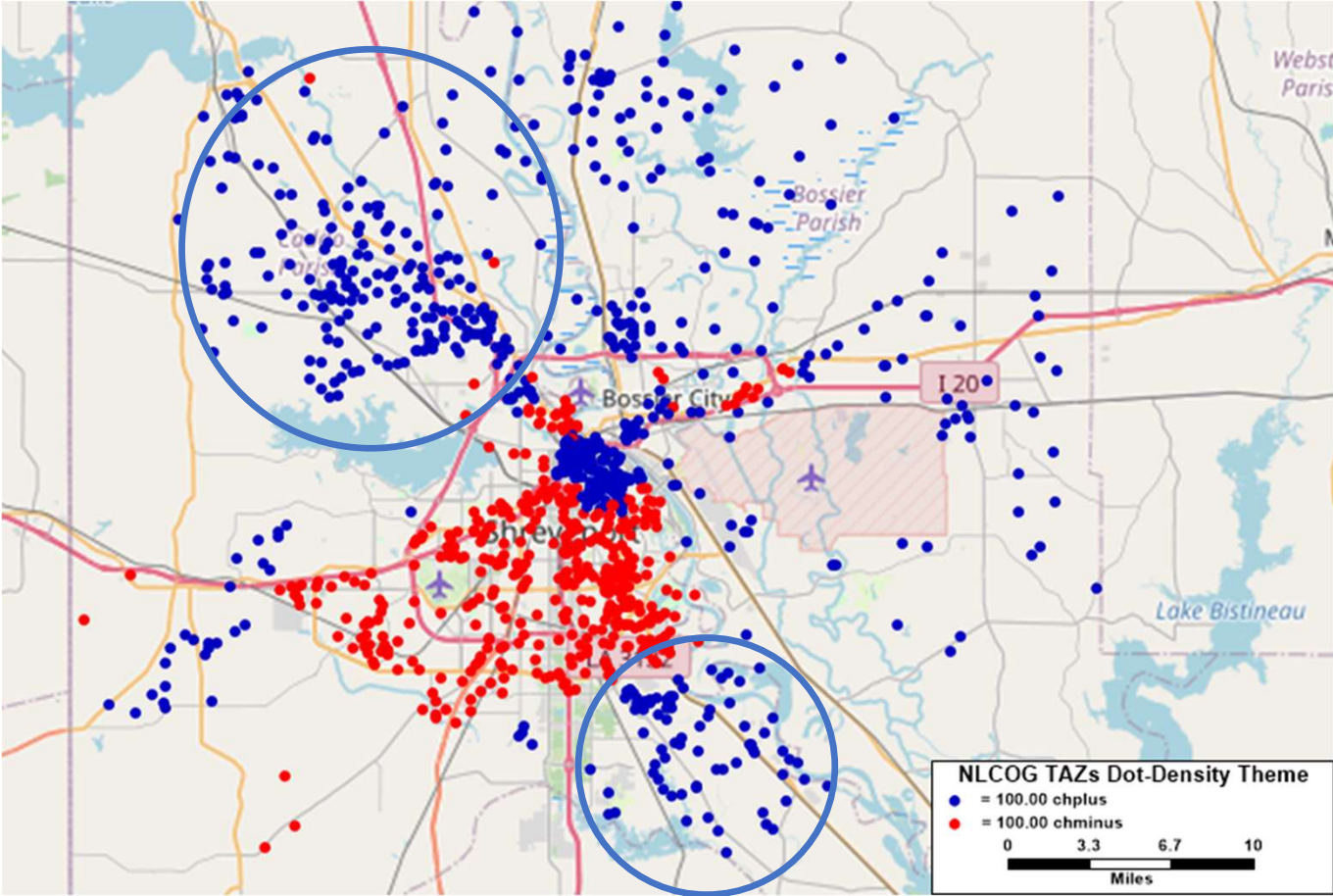
Increase VMT
(Vehicle Miles Traveled)

Unfunded Maintenance

Shift traffic to freeways,
run over Black homes,
underutilize street grid

Drive faster farther...
low-quality non-places

Non-local ownership...
Me Too City Formula



NLCOG Travel Demand Model conflict with City Master Plan

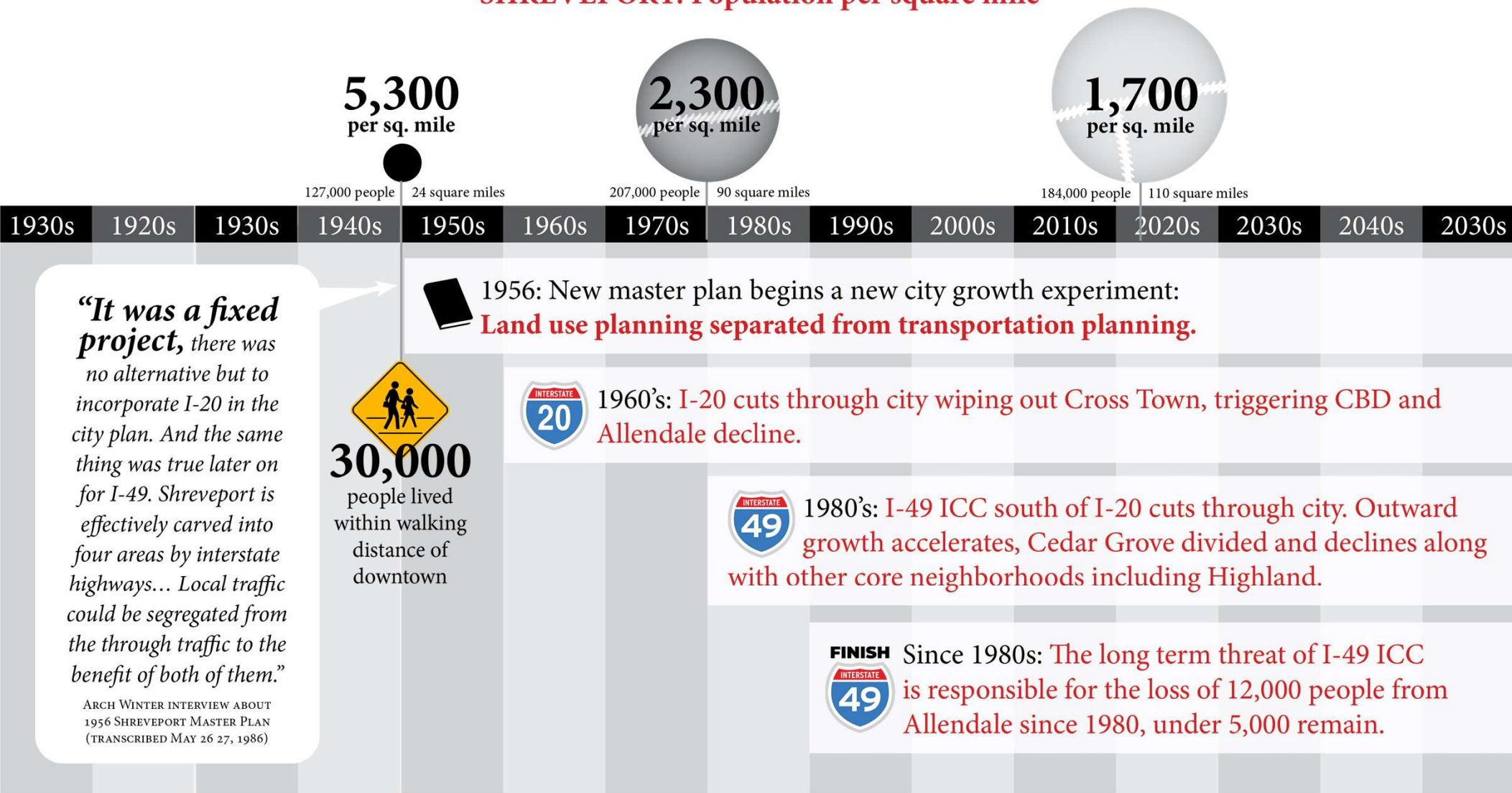
Prioritizing Transportation Planning works against Shreveport's Well-Being...
Shift Priorities to Citizen & Community Values...Reconnect Transportation Planning to Land Use

NLCOG Transportation Plan	
Actual Outcomes	Aspirational Values
Sprawl Infrastructure, Inner-city decline, Bottom of well-being lists, operational stresses	← Make Shreveport Bigger Grow outside loop
Induce consumption, Increase pollution & public health costs	← Increase VMT (Vehicle Miles Traveled)
\$15 billion unfunded highways + poor city infrastructure condition	← Unfunded Maintenance
Congestion, induced demand / Growth Ponzi Scheme, land loss	← Shift traffic to freeways, run over Black homes, underutilize street grid
Auto centric, STROADS, high accident & pedestrian deaths, increased inequality	← Drive faster farther... low-quality non-places
Buy jobs, Local Small Businesses subsidize big business	← Non-local ownership... Me Too City Formula

Shreveport Citizens Master Plan	
Aspirational Values	Desired Outcomes
Make Shreveport Better Grow inside loop	→ Moving up on all well-being indicators attracts population & investment
Reduce VMT (Vehicle Miles Traveled)	→ Increased time with family & friends in healthier places
Funded Maintenance	→ Beautiful & well-functioning city
Multi-Modal... pedestrian, transit, bike preferences...	→ Increased safety & community gathering
Quality Connected Placemaking	→ Pedestrian preference, safe wealth-building streets & place-connecting roads
Local Ownership... uniqueness values	→ Increased equity & well-being, New Black Wall Street

...We Shape our City, then Our City Shapes Us...

SHREVEPORT: Population per square mile



Strategic Urban Freeway Land Curse causes unjust sequence of neighborhood decline

50+ YEARS

PHASE 1 CURSE



Freeway route threat

RED-LINING

Long-Term Property
Disinvestment Cycles

Population Loss

Business Closures

Food Apartheid

MORE
Population Loss

School Closures

Concentrated
Disadvantage

Generational
Poverty Cycles

Lower Values for
Purchasing Land to
Build Freeways

PHASE 2 CURSE



Loss of Home Ownership

Downward Mobility to
Subsidized Rental Housing

Building the Freeway

Further Neighborhood
Decline Adjacent to Freeway

Health Toxicity Zone within
1500 Feet of Freeway

Outward migration

Inner-City Decline

Growth Ponzi Scheme

Well-being drops

City Insolvency



Economic Justification Propaganda for I-49 ICC INCLUDES & Promises:



Dollar values for trip time savings is hocus-pocus math that cannot be saved or spent by anyone.

Freeway exit ramps generated new real estate development that does not occur.

Induced (artificial) demand effects of driving farther faster is now known to be a negative economic impact.

Economic Justification for I-49 ICC does NOT ACCOUNT for:



Actual Cons

Travel Demand Model (TDM) Concerns:

Transportation Plan, a Self Fulfilling Prophecy working against Shreveport Well Being

- ✗ Nonsensical Employment Inputs
- ✗ Troubling Assumptions about Concentrations of Poverty and Wealth
- ✗ Gravity model problems make alternatives analysis impossible
- ✗ I-20 traffic modeling problems, no work on I-20 bridge (2nd most heavily trafficked structurally deficient La. bridge)
- ✗ Modeled housing growth dooms Shreveport
- ✗ I-49 ICC produces negligible time savings for a few people

What if we work together to...

1...Shift

transportation
planning aspirational
values to prioritize
city master plan
aspirational values...

2...Reconnect

transportation planning
to land-use planning that
prioritizes citizen values
over engineering
values...

3...Engage

citizens in meaningful
Learning-Doing
opportunities to holistically
co-create solutions to
problems generated by
growth pattern realities...

What would that look like?

